presstime

The Journal of the American Newspaper Publishers Association

October 1983

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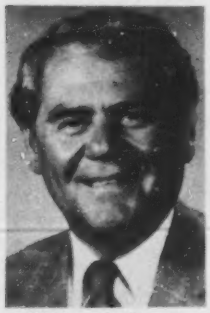
Legal snares beset newspaper distribution

chairman's corner

Expect union organizers to show up at newspapers

I have a feeling that newspaper labor and personnel relations executives are going to be busy in the coming year because of the recent merger activities in the graphic arts unions [presstime, July 1983, p. 49]. Newspapers whose employees are already represented by one of these unions can expect to encounter increased strength at the bargaining table, while those whose employees are not represented may soon be faced with organizational efforts.



William C. Marcil

Perhaps Teamsters president Jackie Presser said it best when he told delegates to the recent International Typographical Union convention that he was "stunned by the amount of unorganized newspapers" in the United States. "The Teamsters," he promised, "are going to represent that industry" [presstime, Sept. 1983, p. 32]. The implication is that they are going to work toward that goal whether or not the ITU accepts Presser's invitation to join the Teamsters. Indeed, many newspapers have already experienced Teamsters' efforts to organize non-driver employees.

The new Graphic Communications International Union, under the leadership of Kenneth J. Brown, former Graphic Arts International Union president, also has indicated that it will increase its organizing activities. In addition, this union plans to review the adverse impact of developments in new technology on union members.

And let's not forget the ITU; although the proposed merger with The Newspaper Guild is dead, the ITU is still looking for a partner to stabilize its declining membership, protect its retirees and increase its strength at the bargaining table. Likely candidates include the GCIU, the Teamsters or the Communications Workers of America.

Unions that represent newspaper employees traditionally have organized along craft lines. However, technology has helped change all that by blurring lines of jurisdiction and forcing unions to expand across craft lines. There are a number of examples of this in ANPA's files—ITU editorial contracts, Guild composing rooms, Teamsters mailrooms, etc. Mergers accelerate this process.

Presser was right about one thing—there are a lot of unorganized newspapers. More than half of our ANPA members have no unions in their operations.

Open channels of communication, strong wage and benefit packages, and training and development programs are some of the best ways to provide a satisfying work environment; but despite programs such as these, don't be surprised if union organizers come calling on your non-represented employees. The unions are committed to expanding their memberships.

Keep us informed, and please don't hesitate to contact ANPA's labor and personnel relations experts whenever they can be of assistance.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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Distribution & the law

The route to competing in a changing marketplace may put some newspapers on a collision course.

By C. David Rambo
presstime staff writer

Libel, reporter privilege and other gutsy First Amendment issues may leap to mind when the press is hauled into court. Indeed, the majority of cases to reach court dockets probably emanate from the newsroom.

But those aren't the only kinds of cases that can catapult newspaper personnel into a courtroom setting. A variety of situations under the umbrella of "newspaper distribution" have touched off legal scuffles.

Moreover, the distribution-related cases seem to be growing in number in proportion to the proliferation of shoppers, shared-mail services for advertising supplements, and other devices to bypass the traditional newspaper and get advertisers' printed messages into America's homes and offices.

The cases are bringing to the fore legal and government questions on matters such as these:

- *Antitrust.* Do larger papers, as their smaller counterparts sometimes allege, engage in unfair competitive practices to run smaller publications out of business?
- *Carrier status.* Can a newspaper get into a legal predicament if it abandons its system of using independent contractors to sell and deliver the newspaper in favor of a system using regular employees or an "agency" setup in which contractors merely deliver the paper—not resell it to readers?
- *Retail "price fixing."* Have newspapers, as independent-contract carriers claim on occasion, unlawfully tried to fix the retail price for newspaper sales? The law says independent-contract carriers may charge readers whatever they like, and newspapers may not interfere.
- *Newsracks.* To what extent do municipalities have the right to regulate and tax newsracks?

Antitrust. While antitrust cases are nothing new to the newspaper business, there is an emerging breed of cases that is startling publishers all over the country. These involve paid newspapers' total-market-coverage programs and other responses to direct-mail programs, shoppers and other relatively new competitors for advertising dollars.

Two recent cases have resulted in preliminary injunctions that imposed broad restrictions on TMC programs. Questions have been raised that cast shadows over what publishers may and may not do when introducing new products in competitive markets.

As always, such antitrust cases are particularly important because of the "structural impact" an unfavorable court decision can have on the newspaper company, says ANPA Vice President/General Counsel W. Terry Maguire. Some remedies courts have ordered in antitrust cases have restricted what newspapers may publish and where they may publish, Maguire explains.

Additionally, antitrust convictions "can and do" result in criminal penalties—including jail terms—for officers of a corporation, he says. Unfavorable decisions also can result in high defense costs and, given the allowance of treble damages in antitrust law, astronomical monetary damages.

Experts agree that it is virtually impossible to count accurately the number of suits filed in this field. One reason is that most of them, to date at least, have been withdrawn or settled quietly.

Lawyer and antitrust expert S. Chesterfield Oppenheim, in a 1981 book co-au-

thored by his wife, attorney Carrington Shields, counted only five cases filed by publishers of weeklies or shoppers protesting entry into their markets by paid dailies. All either were settled or withdrawn before trial.

Attorneys say there have been at least half a dozen and probably many more cases of that ilk filed in the two years since then.

"I think you're going to see just one hell of a lot more of these coming," says Jerry William Boykin, attorney for plaintiff Advantage Publications Inc. of Williamsburg, Va., which is suing The Daily Press of Newport News, Va., for alleged antitrust violation. They will be "rather commonplace for the rest of this decade," he predicts.

Without commenting on that case, Boykin says the interests of paid dailies and small weeklies that are competing for growing ad-preprint business are "on a collision course." He says he gets nearly one call per week from lawyers for both shoppers and paid newspapers on antitrust issues.

The lawyer for The Daily Press agrees that between now and 1990, there will be increasing activity in this area because of growing competition. Gerald A. Smith Jr. says one reason for this heightened competitive pressure is that unlike years ago, new technology allows an entrepreneur to start a shopper or other kind of newspaper competitor at relatively low cost.

The ANPA Legal Department also reports a spate of antitrust questions associated with TMC enterprises.

Need to compete. A "typical case" of this antitrust sort strikes close to home for many paid newspapers. L. Michael Zinser of the Nashville law firm King, Ballow & Little, noted for its work in circulation and labor matters, describes this scenario as an example of what can happen:

An established daily newspaper has no appreciable competition until a newcomer enters the market and offers major retailers a marriage-mail program, which packages a variety of advertising preprints for saturation delivery at relatively inexpensive, third-class rates. After losing some preprint revenue, the daily responds to the new competition by offering a total-market-coverage publication. The newcomer then sues for alleged anticompetitive practices.

Antitrust law must "act as the umpire," Zinser says.

Attorney Conrad Shumadine of Norfolk, Va., says plaintiffs often claim violation of Section 2 of the Sherman Antitrust Act that deals, among other things, with "attempt to monopolize."

Most federal courts have adopted a three-part test to prove a "Section 2" case:

- There must be an overt act by the paid newspaper, such as actual publication of a TMC product—usually an easy point to prove.
- There must be probability of the newspaper's gaining monopoly status with the new product.
- There must be specific intent to monopolize, the point on which most cases revolve.

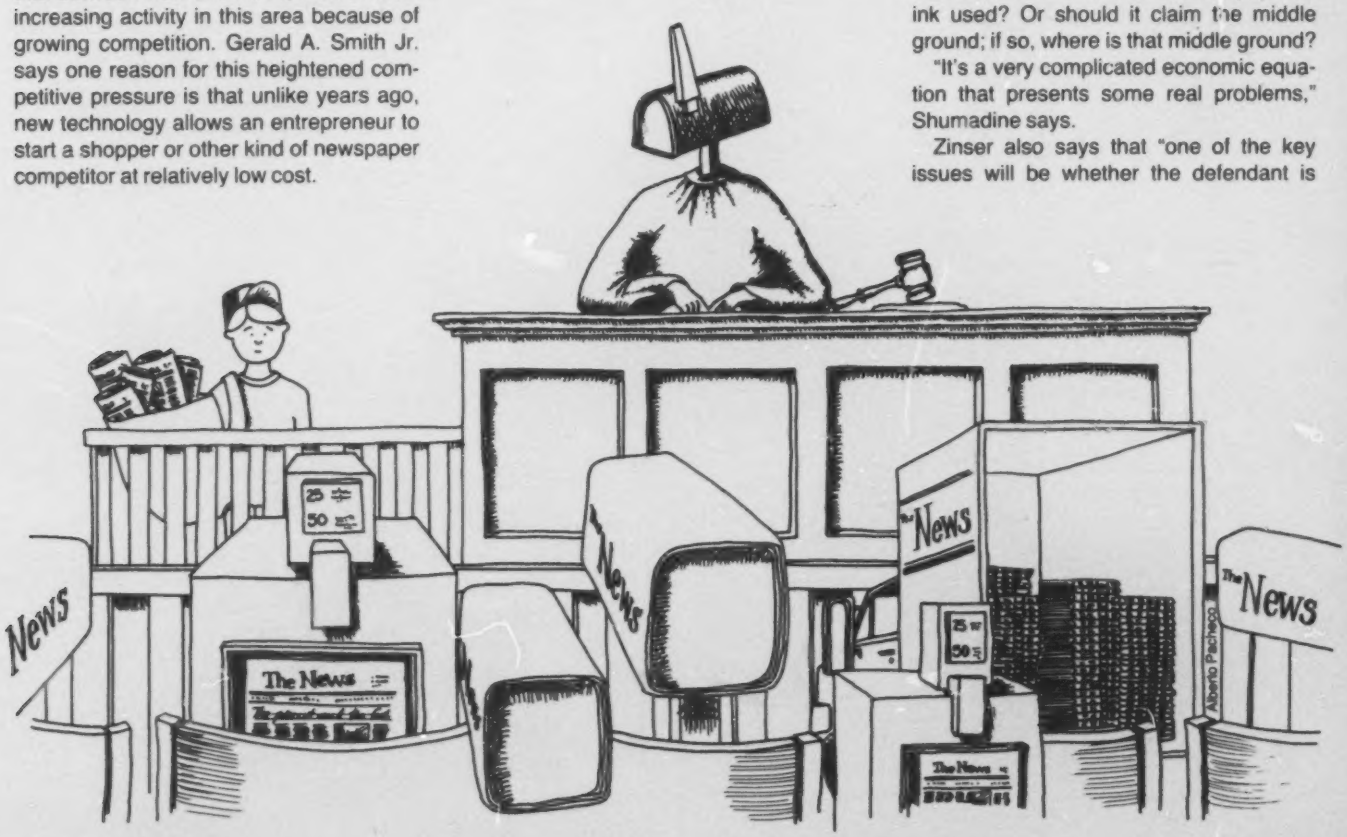
One way to demonstrate specific intent has been to show that the TMC product was published at a financial loss for an unreasonably long start-up time, Shumadine says.

The matter is further complicated by the methodology used to compute profits or losses.

For example, should a paid newspaper include full costs for the TMC program—that is, all costs of the press, building, employees, etc.? Or should it exclude full costs like those for a press, which newspapers must have with or without the TMC product, and take into consideration only the extra costs such as additional paper or ink used? Or should it claim the middle ground; if so, where is that middle ground?

"It's a very complicated economic equation that presents some real problems," Shumadine says.

Zinser also says that "one of the key issues will be whether the defendant is



pricing its advertising below cost. . . . Most of these things are up for grabs right now."

Applying the economics. The case involving The Daily Press of Newport News and Advantage Publications—an alarming one for many publishers—involves a federal judge's issuance of a preliminary injunction that resulted in the closure of a Daily Press shopper. The judge held that The Daily Press overstepped its bounds on this pricing question.

Although that injunction was thrown out Sept. 9 because Advantage's only remaining publication, the Williamsburg Advantage, had been sold, trial still will be held starting Nov. 7 on the merits of the pricing case.

In issuing the injunction, U.S. District Court Judge Robert G. Doumar said the paid newspaper did not count portions of fixed costs in producing two shoppers. He maintained that it should have included costs of labor, machinery, rental of space, electricity and other overhead.

The injunction, which the judge said was necessary to prevent further harm to the Advantage Publications shopper, required that The Daily Press stop distributing its Williamsburg shopper if it contained any advertising. That order led to the publication's shutdown.

The judge also restricted The Daily Press' ability to deliver preprints to nonsubscribers in certain areas, although the number of such areas later was reduced. He also said the newspaper company must raise advertising rates for another shopper it distributed mainly in areas other than Williamsburg.

A second case of major concern to the newspaper business is unfolding in Nebraska, where a group of eight suburban newspapers is suing a subsidiary of the Omaha World-Herald Co. for alleged unfair monopolistic practices.

Sun Newspapers Inc., owned by Bruce Sagan, who also publishes daily and weekly newspapers in the Chicago area, claimed the World-Herald Co. illegally has monopolized the print advertising field in Douglas and Sarpy counties, Neb.

A U.S. District Court judge in that case also issued a preliminary injunction prohibiting World-Herald Co., through its Rapid Printing and Mailing Co. subsidiary, from selling, printing or distributing marriage mail in those two counties.

In addition, the judge prohibited the World-Herald from using the mails to distribute advertising inserts to non-subscribers if it is assisted in the mailing process by Rapid Printing and Mailing.

The 8th Circuit appellate court upheld the preliminary injunction. But it softened the blow to the World-Herald Co. by allowing it to resume all activities except with advertisers the company was not serving when the injunction was issued July 14.

Trial is scheduled Nov. 28.

Because of the financial threat raised by such cases, ANPA is investigating ways by which antitrust insurance protection could be offered to newspapers, says ANPA General Counsel Maguire.

Carriers: contractors or employees? Another sticky legal issue is whether newspapers may terminate their independent-contract carriers and replace them with either agents or employees.

Independent-contract carriers—adults and youths alike—buy newspapers from the newspaper company and resell them to readers.

Carriers who operate under the agency system also contract with the newspaper to deliver papers, but unlike independent contractors, they do not assume ownership of the newspapers for resale.

Just what kind of system a newspaper has "is determined by how much control the circulation department has over the delivery system itself," Zinser observes.

The International Circulation Managers Association says more than 90 percent of U.S. dailies use independent-contract carriers.

There is no rush to abandon that system, and most newspapers that have chosen to do so have cleared legal obstacles. But conflicting opinions have emerged from federal appellate courts on the issue.

The 1st Circuit upheld The Providence (R.I.) Journal Co.'s plan to replace independent carriers with the newspaper company's own work force. The newspaper company said it wanted to improve service through such "vertical integration." The U.S. Supreme Court in January 1982 refused to hear arguments of independent carriers who protested the appeals court decision.

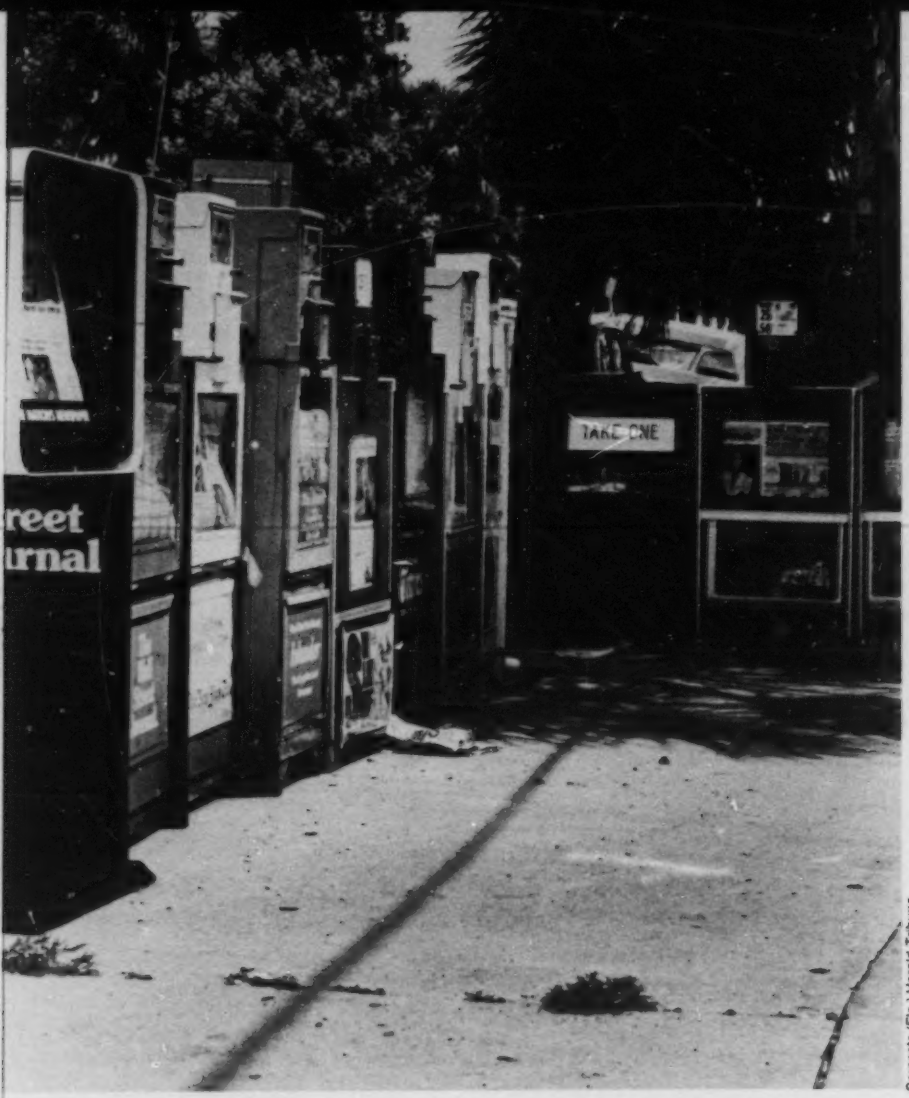
In another case decided in favor of newspapers, U.S. District Court in Reno ruled in May 1982 that a conversion plan of the Nevada State Journal and Reno Evening Gazette did not violate antitrust law. The court granted the newspapers' motion for summary judgment.

However, in another important case, the Kansas City (Mo.) Star Co. was blocked from switching from independent-contract carriers to an agency system. The newspaper company said it wanted more control over distribution of the morning Kansas City Times and evening Kansas City Star.

The 8th Circuit ruled in December 1982 that the plan would violate antitrust law and have "anticompetitive consequences" outweighing any benefits to the newspaper company.

Termination of the contract-carrier system "will eliminate the Star as a potential competitor in the retail market, will likely result in higher prices and poorer services to readers, and will not lead to a more effi-

The status of carriers—whether they are independent-contract carriers, agents or employees—can be a sensitive legal issue.



Sarasota (Fla.) Herald-Tribune

The street-corner sentinels of the newspaper business are facing more regulatory moves.

cient delivery system," the court said.

The full 8th Circuit has now heard an appeal in the case, and its decision is pending.

Although the Missouri case is being watched by publishers across the country, Zinser says the 8th Circuit's decision is not "controlling"; that is, it probably will not have a dominant influence over similar cases elsewhere.

Better control. One reason some newspapers want to end the practice of letting contractors sell directly to readers is that newspapers under competitive pressure feel a need for more control of their circulation.

A big concern is being able to control subscription prices. Adult independent contractors often charge different subscription prices depending on geographic location and other factors.

In some cases, a contractor may find it more profitable to raise the subscription price even though there may be a loss of circulation, notes ICMA General Manager Joseph B. Forsee.

But while the U.S. Supreme Court ruled in 1968 that newspapers are prohibited by antitrust law from setting retail prices that independent contractors can charge, a recent federal court decision held that suggesting prices may be permissible.

On Jan. 5, U.S. District Court Judge Carl A. Muecke ruled that The Arizona Republic and The Phoenix Gazette did not overstep their bounds by suggesting a subscription price to independent carriers. The newspaper company, "as a circulation-maximizer, had substantial and wholesome business considerations in mind when it encouraged its distributors to sell newspapers for no more than subscribers could be expected to pay," Muecke wrote.

• A private attorney specializing in newspaper circulation and labor law is profiled, p. 24.

Racking up discontent. Other circulation issues sometimes grow from ripples to dangerous swells.

The most recent example is that familiar occupant of street corners and other public places, the newspaper vending machine.

Traditionally, newsracks have been left alone by local governments. But some municipalities have started to look differently at them. They are being seen as potential sources of new revenue. And increasingly they are being viewed as intrusions into the "aesthetic" order of their streets.

Some circulation managers say their towns' elected leaders have begun scrutinizing newsracks since the introduction of USA Today and its ubiquitous blue-and-white newsracks.

A case in point is in New York City. Gannett entered that market last April and "flooded" the streets with racks, sometimes bolting the machines to city sidewalks—a technical illegality, says Richard L. Schwartz, an aide to the chairman of the city's Consumer Affairs Committee.

In response, the committee introduced newsrack legislation. It did not pass. Thereafter, Schwartz says, the city and press settled on an unwritten "working agreement" for placement of newsracks, and he reports that so far, it is working.

However, there still is bad blood between Gannett and the New York Metropolitan Transit Authority—an agency that operates independently of the city council. It has tried to restrict placement of USA Today newsracks in MTA facilities such as subway stations. In a suit that is still pending, Gannett is trying to block the Transit Authority from regulating the newsracks.

The rack ruckus also has raised the ire of some local circulation managers. They say they will defend USA Today's right to install newsracks, but at the same time they wish Gannett hadn't stirred up trouble that affects everybody.

"Up until the time USA Today came into the picture, there was no problem," says Stanley J. Getleson, circulation manager of the New York Post. "Things were very quiet because we use discretion in putting out our vending machines."

because we use discretion in putting out our vending machines."

David T. Fluker, circulation director of the St. Petersburg (Fla.) Times and Evening Independent, also says USA Today set off newsrack worries in his town—already straining with multi-colored metal dispensers from 19 other newspapers. The St. Petersburg government is now toying with the idea of regulating newsracks.

ANPA's Maguire says that as a result of growing newspaper-vending-machine questions, the Association may form a task force to examine three issues:

- Restrictions on placement of newsracks for health and safety considerations—looking at rules, for example, that restrict placement on street corners or other traffic-congested spots
- Regulations regarding aesthetics such as colors of racks
- Imposition of fees designed to cover the costs incurred in regulating newsracks.

Other issues. Several other legal issues involving newspaper distribution percolate occasionally.

One is what attorney Zinser calls the "proprietary interest" question for independent contract carriers. He says some contractors have sued after termination of their services in an effort to collect compensation from the newspaper for the "value" of newspaper routes. Courts generally have agreed with newspapers, however, that routes are not tangible property for which publishers must compensate contractors.

"One of the key issues (in antitrust cases) will be whether the defendant is pricing its advertising below cost. . . . Most of these things are up for grabs right now."

L. Michael Zinser
King, Ballow & Little

A separate issue hinging on whether carriers are newspaper employees or independent contractors involved unemployment compensation. While newspapers maintain that their contractors are not employees and therefore the newspaper company need not make unemployment insurance contributions, some states are leaning in the opposite direction, Zinser says.

Another topic that has surfaced lately is the auditing of a newspaper's paid circulation. Currently, cases are pending in Trenton, N.J., and in Sacramento, Calif., in which it is alleged that a newspaper and/or the Audit Bureau of Circulations misstated circulation figures.

Franchise law is another red-flag topic for circulation executives. The laws differ from state to state, but generally they require payment of a fee by the franchisee to sell a product.

Seldom have newspapers been confronted with legal challenges based on franchise law because carriers typically do not pay any such fee. However, in California, a group of 35 independent-contract carriers of the Los Angeles Herald Examiner currently is claiming that a "security payment" they make to the newspaper guaranteeing payment of their weekly newspaper bill constitutes a franchise fee. Herald Examiner Circulation Director Leo J. Kelly says the payment is not a franchise fee.

Superior Courts in Los Angeles and Orange counties issued conflicting decisions on the question, he said, and the

For newspapers, mail has good and bad news

By W. Terry Maguire

Law and government play an important role in how publishers distribute their newspapers to readers. But one part of the federal establishment both serves as a vehicle for and competes against newspaper circulation—the U.S. Postal Service.

Charged by Congress with binding the nation together via the written and printed word, the Postal Service provides a universal delivery service for newspapers—and for shoppers and advertising circulars.

Federal law affects and determines all aspects of that service offering. Recently, however, some postal decisions have been driven more by business and marketing judgments than by public service commitments.

For newspapers that use the Postal Service to reach all or some of their readers, the USPS was in the beginning and remains today THE one relatively low-cost, vital link between the publisher and reader. No longer a heavily subsidized class of mail (with the exception of some federal funding for small-circulation and within-county newspaper distribution), second-class still is accompanied by a number of rules and regulations.

Among those requirements are maximum percentages of advertising content, maintenance of subscription lists and certain mailer preparation rules such as presorting requirements. Most newspapers have become quite accustomed to these requirements, and compliance is not an onerous task.

Other kinds of mail raise quite different newspaper concerns. While a number of publishers have chosen to make use of some relaxed second-class rules and highly favorable third-class rates for the mailing of special editions or sections of the regular newspaper (to non-subscribers and special mailing lists), newspapers find the law in this area creating great opportunities for competitors and huge headaches for themselves.

The Postal Service has chosen to pursue aggressively free-

Maguire is vice president/general counsel of ANPA.

matter is now before the California Court of Appeal.

Franchise law appears at the federal level under the Federal Trade Commission's 1978 trade regulation rule on "franchise and business opportunities ventures." The rule requires disclosure of certain financial information by franchisors to franchisees.

ANPA, ICMA and the National Newspaper Association concluded after a study that distribution arrangements between most newspapers and independent contractors are not franchises under the rule. But the three associations in March 1979 filed comments with the FTC asking the commission to make clear that most distributor relationships are not franchises within the federal law.

While few newspapers have encountered problems because of the rule, dealers of the Oregonian Publishing Co. claimed it covered their distribution arrangement. But a U.S. District Court judge ruled that only the FTC—not a dealer—may sue to enforce the rule.

Another player in the legal-government arena, the U.S. Postal Service, is demanding ever-greater attention of publishers because of the changing ways of the U.S. mail. More attractive third-class rates have led to a rush by some preprint advertisers to use USPS instead of newspapers as a means of delivery. (See sidebar below and story on p. 18.)

"Up until the time USA Today came into the picture, there was no problem. Things were very quiet because we use discretion in putting out our vending machines."

Stanley J. Getteson
New York Post

Possible future issues. Looking ahead, experts say there could be new legal arguments in the postal arena apart from questions now being raised over marriage mail and other third-class issues.

One such topic may involve the question of whether newspapers are in violation of postal law with continued refinements to carrier-delivered TMC products.

Maguire of ANPA says if newspapers actually affix an address to advertising matter delivered to specific households, they may violate the Private Express Statutes, the body of law governing postal operations. The statutes, designed to protect USPS mail volume, prohibit most printed matter from being labeled and delivered to specific addresses by someone besides the letter carrier.

Other experts say circulation departments are going to have to tread lightly to avoid stepping over the bounds of privacy in development of computerized mailing lists. Still unknown are the legal ramifications of compiling and using demographic and personal data that can be cross-referenced easily thanks to computer technology.

No doubt these and other issues will continue to command increasing attention of newspaper executives. One indication of interest in the field is the development of circulation-law materials as part of the first-of-its-kind circulation marketing and management program recently launched at Empire State College, Rochester, N.Y.

Of course, not all executives can take time off to learn the subtleties of circulation law. That is all the more reason to heed the advice of lawyer Zinser to take a "reasoned approach" in circulation planning and "be familiar with local case law." □

circulation second-class mailers (under the so-called "requester rule") and third-class mail of every conceivable type. "Marriage mail" is but one of the new entrants into what the Postal Service now calls "bulk business mail."

All of this amounts to government action that has had a marked impact on the newspaper business. For example:

- A number of court cases have arisen involving newspapers' use of, or competition with, second- and third-class mail
- In order to meet the Postal Service-inspired competition, a number of newspapers have had to become third-class or free-circulation second-class customers, subject to USPS rules of operation and schedule of delivery
- Competitors offering new services at low rates may threaten important sources of advertising revenues needed to support newspapers' editorial budgets.

Many of these issues are under review by the ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force which was established in 1982 as a means of addressing newspaper interests especially in the third-class area.

Working closely with the ANPA Postal Committee, these two groups are doing extensive research and analysis of all important issues.

Some current newspaper concerns may be addressed administratively, or through the Postal Rate Commission, in the coming months.

The great watershed of postal activity is the general rate case proceeding, initiated by the Postal Service whenever its revenues appear about to drop below its expenses. (The last case started in 1980 and led to the 20-cent first-class stamp in 1981.)

A number of factors have combined to delay the next case until sometime next year, with new rates not expected to go into effect until 1985.

When that case begins, ANPA and dozens of other interested groups will participate in a 10-month hearing process designed to review all Postal Service costs and revenues, and to determine the rates to be charged for all classes of mail.

With virtually all newspapers in the United States affected in some way today by the Postal Service, the presentation of the most unified and strongest possible newspaper case in that proceeding is of prime importance to the Task Force and to the leadership of the three sponsoring organizations.

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the May 1983 edition of presstime.*)*

Press freedom

Access: The Senate Government Affairs Committee Sept. 13 held a hearing on President Reagan's executive order calling for pre-publication review of manuscripts written by current and former government officials. A House hearing is planned later this fall. The Justice Department Aug. 25 issued guidelines implementing the March 11 presidential order. (See story, p. 14.)

Open courts: The U.S. Supreme Court Oct. 12 will hear *Press-Enterprise Co. v. Superior Court of California*, in which a trial court's exclusion of the press and public from a portion of jury selection in a death-penalty case is challenged. (See story, p. 12.) The 5th U.S. Circuit Court of Appeals Sept. 7 upheld a trial judge's order that restricts the press in interviews with jurors after a trial. (See story, p. 13.)

Freedom of information: The Senate Intelligence Committee is expected to act soon on S 1324, which would exempt CIA operational files from the Freedom of Information Act. ANPA Government Affairs FOI Group Chairman Charles S. Rowe testified June 28 on the bill [presstime, July 1983, p. 26]. The American Bar Association, despite objections from press groups, Aug. 3 endorsed several proposals to amend the FOIA, including a resolution favoring "significant relief" for the CIA and other intelligence agencies. ANPA and the American Society of Newspaper Editors opposed that ABA action [presstime, Sept. 1983, p. 12].

Content regulation: ANPA Aug. 25 filed comments in two Federal Communications Commission proceedings aimed at reducing content regulation of electronic media. In one, ANPA argued that "fairness" and "equal time" rules should not be applied to any cable channels not under the cable operator's exclusive control. Channels carrying textual information also should be exempt, the Association said. In the second proceeding, ANPA supported the FCC's proposal to repeal personal-attack and political-editorial rules [presstime, Sept. 1983, p. 11]. Sen. Packwood (R-Ore.) has established the Freedom of Expression Foundation to support elimination of FCC content regulation. A separate organization named the Institute for Freedom of Communications will conduct research for the foundation. (See story, p. 53.)

Libel: ANPA in July filed friend-of-the-court briefs with the U.S. Supreme Court in *Bose v. Consumers Union*, arguing that appellate courts should be permitted to conduct an independent examination of evidence in libel cases, and in *Jones v. Calder*, a case that raises questions of jurisdiction for out-of-state publishers. (See story, p. 12.) Registration totaled nearly 200 for the Aug. 25-26 libel seminar for media defense attorneys, sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center. Held in Chicago, the event was the first of its kind aimed solely at defense litigation strategies.

Retractions: The Akron Beacon Journal Sept. 1 challenged on First Amendment grounds Ohio's retraction statute requiring newspapers to print retractions written by allegedly aggrieved parties. (See story, p. 15.)

Reporter privilege: ANPA and other press groups June 10 filed a friend-of-the-court brief asking the 11th U.S. Circuit Court of Appeals to overturn a lower court order requiring five reporters to testify about the reputation of a criminal-trial witness [presstime, July 1983, p. 24].

Telecommunications

Satellites: ANPA will oppose an Aug. 12 FCC decision requiring relocation of Western Union's Westar III satellite which would force the realignment of more than 1,600 newspaper earth stations. Westar III provides satellite services to AP, UPI, Reuters and other wire services [presstime, Sept. 1983, p. 20]. The FCC ruled Sept. 9 on a conflict between direct-broadcast satellite and terrestrial microwave signals. It said existing microwave users in the 12 GHz band, including newspapers, must shift their signals to an adjacent radio frequency if there is room in that band. If there is no room, the FCC said, the microwave signals must be moved to a higher, more costly band. ANPA March 25 said the adjacent band is the only suitable alternative.

Cable legislation: The Senate June 14 passed S 66, the "Cable Communications Act." It would give the federal government primary jurisdiction over cable, deregulated pay services and basic services under certain conditions. It also would permit, but not require, access channels. The House Subcommittee on Telecommunications, Consumer Protection and Finance held several hearings and in late September was drafting a cable bill for introduction. Major issues expected to hamper enactment this year include continued disagreement among cities and the National Cable Television Association on key provisions including access, cross-ownership, regulation of data services and franchise fees. (See story, p. 23.)

Broadcast deregulation: The FCC July 31 issued a proposed rulemaking to deregulate television as the commission has dereg-

ulated radio. The commission proposed elimination of public affairs programming and advertising guidelines, and "ascertainment" and program logging requirements. Deregulation bills are pending in Congress, but passage is unlikely because House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) wants to impose certain public-interest standards and/or a spectrum fee [presstime, Sept. 1983, p. 11].

Telephone rates: More than 15 bills are pending in Congress that address post-AT&T divestiture funding for local telephone companies. Major proposals include "bypass" charges for users of alternative communications systems such as cable, satellite or microwave, and "access" charges for long-distance carriers that connect to local phone companies' lines. (See story, p. 14.) Some state public utility commissions are considering imposing higher charges for data transmission than for voice transmission.

Employee relations

VDT bills: Maine and Connecticut have adopted legislation providing for studies of video display terminals. The National Academy of Sciences recently concluded that VDTs do not cause eye disease and that radiation levels are far below U.S. occupational radiation exposure standards [presstime, Aug. 1983, p. 11].

Ink exposure: Settlement was reached in a Cleveland lawsuit over allegations that ink mist caused cancer. (See story, p. 37.) A hearing is scheduled this fall in California workers' compensation cases involving pressmen's claims that exposure to ink led to pulmonary disease. The pressmen also have filed a product liability suit against ink manufacturers [presstime, Aug. 1983, p. 27]. Legislation is pending in Congress to establish federal product liability law.

Labor practice: ANPA Sept. 27 filed a friend-of-court brief in an appeal of *Passaic Daily News v. NLRB,* in which the National Labor Relations Board found that the Passaic (N.J.) Daily News unfairly canceled a reporter's column because of union activities. The NLRB ordered the publisher to resume publication of the column. ANPA told the U.S. Court of Appeals, District of Columbia Circuit, that the order violates the First Amendment [presstime, Sept. 1983, p. 34].

Employment-at-will: The common-law doctrine of employment-at-will is being challenged by some state courts [presstime, Feb. 1983, p. 39]. For example, a reporter discharged from the Quakertown (Pa.) Free Press was awarded $25,000 after he argued that he was hired on his editor's promise of employment for at least a year. The Free Press argued that the discharge was justified because the reporter wrote an inaccurate story about a local public official [presstime, Aug. 1983, p. 10].

Pensions: Legislation has been introduced in the House to have a single, independent agency oversee employee benefit plans administered under ERISA. The Senate labor subcommittee concluded hearings on S 1227, which would amend ERISA's single-employer pension plan provisions. The U.S. Supreme Court ruled that a deferred compensation annuity plan paying out less to women than to men who made equal contributions violated civil-rights law.

Business

Joint operating agreement: The Seattle Times and Seattle Post-Intelligencer Sept. 19 asked the U.S. Supreme Court not to hear a challenge of its new joint operating agreement. Opponents asking for court review have argued that the 1970 Newspaper Preservation Act provisionally allowing joint operating agreements is unconstitutional. (See story, p. 12.)

Antitrust: The U.S. Justice Dept. and Tribune Co. of Chicago have reached tentative settlement of an antitrust suit over purchase of weeklies by The Orlando (Fla.) Sentinel. (See story, p. 12.) An injunction restricting Daily Press Inc. of Newsport News, Va., in delivery of preprints to non-subscribers was lifted Sept. 9 after the plaintiff in an antitrust suit against the company sold a shopper that was a central part of the complaint. Trial still will be held Nov. 7 on the complaint's merits. The 8th U.S. Circuit Court of Appeals modified an injunction against the Omaha (Neb.) World-Herald Co. that restricted the firm's providing direct-mail services to certain non-subscribers. Trial is scheduled Nov. 28. (See story, p. 4.)

Newsracks: A Minnesota District Court Aug. 3 struck down a Minneapolis newsrack ordinance requiring the filing of a license application and payment of a license fee. The court said that the ordinance amounted to unconstitutional prior restraint and that the government's interests could have been satisfied less restrictively. The city may appeal [presstime, Sept. 1983, p. 25].

Liquor advertising: ANPA and the Magazine Publishers Association June 24 filed a friend-of-the-court brief with the U.S. Supreme Court asking it to overturn a state ban on cable liquor ads in Oklahoma. (See story p. 12.)

Cigarette advertising: The Senate Committee on Labor and Human Resources July 13 approved S 772, the "Smoking Prevention Health and Education Act of 1983." The bill would require more specific health warnings on cigarette packages but not in advertising [presstime, June 1983, p. 14]. A bill is pending in the House that would require more explicit health warnings on packages *and* in advertising.

Transportation: The Interstate Commerce Commission is reviewing its decision to deregulate box car rates. The ICC may delay the Nov. 7 date for implementation of new rules. ANPA has become an intervenor in a lawsuit over the deregulation because of the potential impact it could have on the cost of transporting newsprint [presstime, July 1983, p. 33].

Canadian ownership: Prime Minister Pierre Trudeau has assigned Corporate Affairs Minister Judy Erola to head efforts toward passage of the Daily Newspaper Act. (See story, p. 52.)

U.S. Supreme Court to decide five media-related cases

By Pamela Riley

The U.S. Supreme Court has agreed to hear three libel cases in its new term, which begins Oct. 3. All involve important procedural questions.

In *Bose v. Consumers Union,* the court will decide whether appellate courts should be able to examine independently the record in a libel case to ensure that a trial court has properly applied the governing constitutional law.

The case arose from a suit against Consumer Reports magazine. The 1st U.S. Circuit Court of Appeals reviewed the record and held that the plaintiff—a manufacturer of audio speakers—had not satisfied its burden of proof, because actual malice could not be inferred from the imprecise language used in the Consumer Reports product review to describe Bose's speakers. ANPA, in conjunction with a number of other national media organizations, filed a brief urging the court to uphold the reasoning of the 1st Circuit.

In *Keeton v. Hustler,* a libel plaintiff sued the magazine in the only state where the statutory filing time had not expired—New Hampshire. Hustler argued that because New Hampshire accounted for less than 1 percent of its total circulation, that state could not exercise jurisdiction over the case.

The 1st Circuit agreed, holding that neither the non-resident plaintiff nor the defendant had sufficient "contacts" with the state to support jurisdiction.

Related issues are raised in *Jones v. Calder,* a jurisdictional case involving the ability of a California plaintiff to sue in California a Florida-based National Enquirer editor and reporter.

The California Court of Appeals, 2nd Appellate District, upheld the plaintiff's right to sue in a California court even though the only contacts of the editor and reporter with the state appear to have been phone calls made in connection with the story.

ANPA filed an *amicus* brief with other press groups, stressing the burden such a ruling would create on widely circulated publications.

The court also agreed in its last term to hear two other media-related cases, one of which involves a newspaper and a question of right of access.

Press-Enterprise Co. v. Superior Court of California grew out of a death-penalty case in which a portion of the jury-selection process was closed and the related transcript permanently sealed. The California Superior Court had justified the order on the grounds of protecting the jurors' rights of privacy—rights that have never been held to be paramount to rights of access to public trials.

An *amicus* brief was filed on behalf of a number of press groups, including ANPA, arguing that jury selection cannot be closed to the press and public unless a strict balancing test is met. Oral argument is scheduled Oct. 12.

In *Times v. Regan,* the court will decide whether a counterfeiting statute that prohibits illustrations of U.S. currency is unconstitutionally vague. The statute exempts illustrations for "philatelic, numismatic, educational, historic or newsworthy purposes."

Time Inc. argues that the statute is not narrowly tailored to achieve the government's interest in preventing counterfeiting and maintaining the integrity of the currency system.

Besides ruling on these five cases, the court must also decide whether to grant certiorari in several other media-related cases. Among them are:

• *Committee for an Independent Press v. Smith,* in which the court has been asked to review the 9th Circuit's approval of the joint operating agreement between The Seattle Times and Seattle Post-Intelligencer. Plaintiffs in the case, mainly suburban newspapers, maintain that the Newspaper Preservation Act is unconstitutional because it harms smaller newspapers in the Seattle market and because it grants licensing power to the U.S. attorney general, who is given authority under the act to decide JOA applications. The Times, the Post-Intelligencer and the Justice Department are urging the court not to accept *certiorari.*

• *Cablecom General Inc. v. Crisp,* a commercial speech case arising from a liquor advertising ban imposed by the state of Oklahoma. The 10th Circuit upheld the ban on liquor advertising in out-of-state cable TV programming even though the ban does not apply to out-of-state print publications. ANPA filed an *amicus* brief together with the Magazine Publishers Association urging the court to accept review and to reverse the 10th Circuit's decision. ANPA argued that the decision is contrary to controlling precedent in that it prohibits truthful, non-misleading advertising for a lawful product.

• *Rhinehart v. Seattle Times,* growing out of a Washington state trial court's protective order issued in a libel case brought by a spiritualist church. The order requires the church to divulge the names of members and donors in response to pretrial discovery requests by the newspaper, but it also prohibits the Times from publishing any information obtained through discovery. Both sides are appealing the order. At issue are whether the discovery requests invade the privacy-and-association rights of the church, and whether the restrictive order on the newspaper constitutes an unconstitutional prior restraint. □

Riley is ANPA assistant general counsel.

Florida antitrust case is tentatively settled

The Tribune Co. of Chicago and U.S. Justice Department lawyers have reached tentative settlement of the government's antitrust suit against The Orlando (Fla.) Sentinel. Terms were not disclosed.

The Justice Department charged last year that the central Florida daily violated antitrust laws by purchasing five competing weekly newspapers. The department wanted the Sentinel to divest those properties. Newspaper officials said the charges were unfounded [presstime, Aug. 1982, p. 22].

Justice Department antitrust lawyer Steven C. Douse said in an August letter to the U.S. District Court in Orlando that a proposed consent decree to settle the case will be submitted "shortly" to Assistant Attorney General William F. Baxter for his approval. □

Court briefs

A reporter for the Potomac News of Woodbridge, Va., **served 10 days** in the Mecklenburg County, Va., jail in September after being convicted of impersonating a police officer in connection with his pursuit of a story.

David Roman was found guilty in the county's General District Court of posing as a police sergeant to gain entry to a maximum-security prison for an interview with a death-row inmate. He was fined $500 and given a suspended six-month jail term. Roman appealed to the county Circuit Court, where a jury convicted him again. He received a $1,000 fine and 30-day jail term, later reduced to 10 days.

Roman decided not to pursue an appeal because of growing legal bills and the possibility that he might receive even more severe penalties. The Potomac News did not pay for Roman's court battle.

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Richmond Newspapers Inc. asked a trial judge to set aside a jury's **$1.045-million libel judgment** in a case involving a high-school English teacher who claimed the Richmond (Va.) Times-Dispatch and its education reporter defamed her in a report on her professional performance.

The judge had ruled that teacher Vernelle Lipscomb was a public official. The jury found for Lipscomb based on a "simple negligence" standard adopted by Virginia courts for public officials in libel cases.

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The Standard-Times of New Bedford, Mass., **decided not to publish a jailhouse interview** with a man accused of rape even though a judge who had prohibited publication of the interview lifted the ban. Publishing the story "would be, in effect, a voyeuristic trespass on good journalism," said Editor James M. Ragsdale. "Now that we are free, we choose not to publish this interview."

Judge Gerald F. O'Neill Jr. of Bristol County Superior Court issued the gag order Aug. 26 following an interview with Victor M. Raposo. Raposo and six other men were charged in a widely publicized case with raping a woman on a pool table in a bar while others cheered.

The newspaper appealed the gag on First Amendment grounds, and O'Neill lifted his order one week later.

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A Maine Superior Court judge **overturned a lower court's gag order** on the Times Record of Brunswick in a juvenile case. Justice Robert W. Clifford said the order amounted to unconstitutional prior restraint.

A local District Court judge had prohibited the Times Record from publishing a story about a pretrial motion in a case in which a juvenile was charged with arson. But on appeal, Clifford said that despite state law prohibiting access to juvenile case records, there were "insufficient grounds" for the order.

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The Virginia Supreme Court ruled 4-3 that Virginia's Freedom of Information Act does not bar officials from holding unannounced **"meetings" via telephone conference calls**. Opponents of the decision said they will not appeal to the U.S. Supreme Court because a bill will be introduced in the Virginia General Assembly in January to ensure that teleconferences are covered by the state's FOIA.

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The 5th U.S. Circuit Court of Appeals upheld a lower court order that **reporters may not ask jurors after a trial** how other jurors voted in a case, and that the press may not make "repeated requests" for interviews after a juror has refused to talk.

The El Paso (Texas) Times and the Associated Press appealed the order of U.S. District Court Judge William S. Sessions, who was presiding over a high-publicity murder trial. They said the restrictions violated press rights.

However, the 5th Circuit held that it is not unreasonable for a judge to forbid "wheedling and importuning" of jurors. The appeals court also said the lower court's "narrow restriction" forbidding questions on how other jurors voted "was well within its discretion."

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A U.S. District Court judge has issued a **temporary restraining order** prohibiting USA Today from using weather information provided by any source other than Accu-Weather Inc. and the National Weather Service.

A national weather forecasting service based in State College, Pa., Accu-Weather charged in a suit that the newspaper violated their contract by terminating service. USA Today said it had the right to drop the service.

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A self-syndicated columnist has appealed a decision that he must pay $8,725 in back city taxes. The dispute involves the question of **whether journalists should be licensed**.

The New York Supreme Court—the state's intermediate-level court—upheld a New York City decision that columnist William R. Frye owes unincorporated business taxes for 1966-70. "Professionals" during that time were exempt from the tax, and since Frye was not classified a professional, he must pay, the department said.

The city in 1971 eliminated the exemption for professionals and then assessed Frye for the unpaid years. Officials reasoned that journalists are not professionals because, among other things, they are not licensed.

Frye, whose column "The World in Focus" is run in 26 newspapers, said that reasoning amounts to "attempted rape of the newspaper profession because it opens the door to licensing and control." He is asking the New York State Court of Appeals to rule in his favor.

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John P. McGoff and the Securities and Exchange Commission have settled their long argument over SEC charges that McGoff illegally failed to disclose **South African financing for his media acquisitions**.

In the settlement, McGoff, without admitting or denying the charges, agreed to a court order barring him and his holding company, Global Communications Corp., from future violations of certain SEC disclosure requirements [presstime, July 1981, p. 25].

The SEC alleged that McGoff, among other things, used money he had borrowed from the South African government at no interest to buy the Sacramento (Calif.) Union in 1974. McGoff since has sold his interest in the California newspaper. The SEC also said McGoff used that money in an unsuccessful attempt to buy The Washington Star. □

Reagan asked to delay order on curbing leaks

The controversy over President Reagan's directive aimed at curbing leaks of classified information and beefing up procedures to investigate them after they occur is heating up.

Three members of Congress have asked the administration to delay implementation until Congress completes its review.

Although the directive was issued March 11 and administration spokesmen say it is being carried out, information on how some parts of it are being implemented became known only in late August.

Reps. Don Edwards (D-Calif.), chairman of the Civil and Constitutional Rights Subcommittee of the Judiciary Committee, and Patricia Schroeder (D-Colo.), chairman of the Civil Service Subcommittee of the Post Office and Civil Service Committee, requested the postponement in a Sept. 7 letter to Reagan. Their subcommittees, which already have held two days of joint open hearings on the matter, are now planning a closed-door hearing.

The Legislation and National Security Subcommittee of the House Government Operations Committee also has a hearing scheduled Oct. 19.

At a Sept. 13 hearing of the Senate Government Affairs Committee, Sen. Charles McC. Mathias Jr. (R-Md.) urged the administration to delay implementing the provision in the directive that requires government employees with access to certain classified, national-security information to agree to submit their writings for pre-publication review [presstime, May 1983, p. 8]. The agreement extends to writing done after the employee leaves government service.

Testimony at the Senate hearing was heard only from current and former government officials and polygraph experts. In a written statement, the Society of Professional Journalists, Sigma Delta Chi, asked for additional hearings so that other-than-government witnesses can testify. It called the directive "drastic overkill" and asked Congress and the administration to consider relying on existing criminal statutes to prohibit unauthorized disclosure of classified material instead of pre-publication agreements.

The directive requires all government employees with access to classified information to sign non-disclosure agreements.

In addition, those employees with access to so-called Sensitive Compartmented Information must sign agreements providing for pre-publication review. The directive also calls on government agencies to adopt "appropriate policies" governing contacts between the media and government employees with access to classified information. And it authorizes agencies to use polygraph tests in investigating leaks of classified material.

SPJ,SDX also was critical of a policy statement on pre-publication review issued by the Justice Department. The statement is intended to serve as a model for other government agencies. The statement and text of the non-disclosure and pre-publication agreements were released Aug. 25.

In addition to describing the circumstances under which employees with access to Sensitive Compartmented Information must submit material for pre-publication review, the Justice statement encourages all employees who have had access to any classified information "voluntarily" to submit material for pre-publication review if they think it may contain classified material.

Among the types of written materials the Justice Department said are required to be submitted are books, newspaper columns, magazine articles, letters to the editor, book reviews, pamphlets, scholarly papers, works of fiction and outlines of oral remarks. □

Packwood lacks support on 'bypass' surcharge

Chairman Bob Packwood (R-Ore.) Sept. 20 failed to gain the support of his Senate Commerce, Science and Transportation Committee for a proposed surcharge on users of technologies that bypass the telephone system.

The ANPA Telecommunications Affairs and Legal departments have been monitoring this and similar bills because of possible implications for newspapers that use microwave, cable and satellite communication links. Reconsideration by the committee was a possibility. □

Ownership-by-foundation issue still clouded

The Houston Endowment Inc. and the Public Welfare Foundation Inc., private foundations that own daily newspapers, say they could continue their newspaper ownership under a proposal that will be submitted to the House Ways and Means Committee by its Oversight Subcommittee.

However, an official of a third newspaper-owning foundation, The Day Trust, said the plan would not provide the relief it needs to continue its current ownership structure.

The foundations are under a 1989 deadline to divest 50 percent of their holdings in the newspapers. The divestiture was called for in a provision of the 1969 Tax Reform Act that limits foundations to between 20 and 35 percent ownership of any business [presstime, Aug. 1983, p. 11].

According to a Sept. 16 announcement by Oversight Subcommittee Chairman Charles B. Rangel (D-N.Y.), that panel will make no recommendations concerning specific foundations seeking exemptions. But it will include in its report to the committee three possible, general options.

The option that the Houston Endowment and the Public Welfare Foundation say they can live with would provide an exemption from divestiture if less than a majority of the foundation's board are officers and/or employees of the business in question, and if the foundation meets the requirement of the 1969 law to pay out 5 percent of its assets yearly. The Houston Endowment owns the Houston Chronicle; the Public Welfare Foundation owns the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times.

But Deane C. Avery, co-publisher of The Day in New London, Conn., said the payout requirement could not be met by The Day Trust "without really doing a job on our newspaper, cutting back on the quality." □

Ohio newspaper challenges mandatory retraction law

The Akron Beacon Journal has asked an Ohio court to declare the state's retraction law unconstitutional.

The law requires newspapers to print retractions as submitted by aggrieved parties, so long as the parties follow a procedure prescribed in the statute.

According to the law, the retraction must be run in the same location and with the same size headline as the original story. Failure to comply in the next edition or within 48 hours can result in a maximum $1,000 fine for the publication and $500 for the newspaper official responsible for not running the correction.

"We feel this is unconstitutional on both the state and federal" levels, said Timothy D. Smith, assistant managing editor for local news of the Beacon Journal.

The Knight-Ridder newspaper filed suit Sept. 1 in Summit County Common Pleas Court against prosecutor Lynn C. Slaby and William C. Lansdowne of Macedonia. It was Lansdowne who initiated the request for a retraction of a report that he had violated Ohio horse race betting rules.

The Beacon Journal refused to comply with the request, which Smith, a lawyer, said was the first received by the paper in recent memory.

An official of the Ohio Legislature said the retraction statute dates from a revision of the state code in 1953, but Smith said his newspaper's law firm traced the law back as far as 1916.

According to the Libel Defense Resource Center, most states have retraction statutes, though they usually do not mandate publication of a retraction. Rather, they offer "incentives" to aggrieved readers to ask for retractions and for newspapers to run them. The incentive for readers often is the ability to collect more damages in a libel suit; for newspapers often it is to reduce liability in a suit.

The National News Council said it supports the Beacon Journal's court action because the retraction statute is "a clear and classic violation of the First Amendment." □

Conference set on legislative issues

State and regional press association managers will gather for a Legislative Issues Conference Dec. 12-13 at The Newspaper Center in Reston, Va.

Although Newspaper Association Managers has sponsored such conferences several times in the last six years, this will be the first one held in cooperation with ANPA.

The issues expected to be on the table are attempts by state legislatures to impose sales taxes on circulation and advertising, development of state open meetings and open records laws, and state employer-employee legislation that directly affects the newspaper business.

Paul Conrad, executive director of Allied Daily Newspapers—a regional newspaper association in the Pacific Northwest—said conference attendees usually share strategies and experiences in dealing with legislative issues at the state level. □

Remember Newspaper Carrier Day October 15

24 Iowa papers sue for refunds on newsprint tax

Following rejection of their claims by the Iowa Department of Revenue, 24 daily and non-daily newspapers in the state have filed lawsuits asking for refunds totaling $6.5 million for newsprint taxes they paid between 1970 and early this year.

Iowa's newsprint and ink tax was determined to be unconstitutional by state officials in the wake of the U.S. Supreme Court ruling on a Minnesota newsprint tax. Following the Supreme Court's decision, Minnesota reimbursed nine dailies in that state $12.5 million plus 6 percent interest for taxes paid since 1974 [presstime, Aug. 1983, p. 42].

However, officials in Iowa are taking the position that money already in the till rightfully belongs to the state. The state decided administratively to stop collecting the tax, but enacted a law prohibiting refunds of newsprint taxes previously paid.

Thus, when the Department of Revenue refused to issue the refunds, the newspapers, including The Des Moines Register, filed their suits in Polk County District Court.

William Monroe, managing director of the Iowa Press Association, said the Department of Revenue later filed a counterclaim. In part, the department noted that the law that originally imposed the newsprint tax also exempted newspapers from paying a sales tax. The state argued that because the newsprint tax portion of the law is unconstitutional, the entire law—including the exemption—is unconstitutional, and that newspapers are liable for uncollected sales taxes since 1970.

However, according to the counterclaim, the Department of Revenue will waive any attempt to collect the exempted sales taxes. □

Correction

The chart, "State taxes affecting newspapers," published on p. 14 of the September 1983 presstime, omitted a tax collected in Indiana. Under the heading "Newsprint," the listing for Indiana should have read, "Subject to property tax." Presstime regrets the error. □

New effort to 'protect journalists' begins

IPI asks UNESCO aid on press cards

By Elise Burroughs
presstime staff writer

In what appears to be a sharp turnabout from previous policy, the London-based International Press Institute plans to ask UNESCO to cooperate in a new international effort to protect journalists on dangerous assignments by issuing special press cards.

The decision to approach UNESCO for help in setting up an international, professional committee to issue the cards was taken at an informal Sept. 5 meeting in Geneva, Switzerland.

Attending the meeting were representatives of the IPI, including Director Peter Galliner and Chairman Max Snijders, who is editor-in-chief of Utrechts Nieuwsblad in Utrecht, The Netherlands; the International Federation of Newspaper Publishers, or FIEJ, which has headquarters in Paris; the International Organization of Journalists, Prague; the International Federation of Journalists, Brussels; the International Federation of Editors in Chief, Paris; and the International Commission of Jurists, Geneva.

The meeting marked the first time these organizations, several of which have faced off at UNESCO-sponsored meetings for years, agreed to a common strategy on the issue of protecting journalists.

According to a message from Galliner to IPI-member Richard H. Leonard of The Milwaukee Journal, "All organizations agreed to consider the setting up of an independent professional committee consisting of international and regional organizations and not to include outside organizations as important as they might be, such as the Red Cross, the International Commission of Jurists etc. The committee would issue cards to all journalists who would be required to go into areas of conflict and war-like situations. . . . Obviously, cooperation with UNESCO would be necessary, and I was entrusted to meet (UNESCO Director-General Amadou-Mahtar) M'Bow and to explore these possibilities."

As recently as May 1982, the IPI General Assembly approved a resolution opposing the licensing of journalists, saying that licensing "sometimes presented on the pretext of protection, is restrictive and detrimental to a free flow of news. The dangers are grave, whether the licensing be organized by governments, political parties, trade unions, corporations or even the profession itself."

Missouri publisher Robert M. White II, chairman of the American Committee of IPI, said in late September he knew the issue of identity cards was on the table at the Sept. 5 meeting, but he had not been notified of the outcome.

"Our traditional posture is strongly in opposition to any form of government-issued ID cards that in any degree could be considered licensing. I assume Peter Galliner and the other officials of IPI agree completely," White said.

Asked why an organization of governments such as UNESCO should be part of a committee to issue journalist identity cards, White responded, "I know of no reason why they should."

The International Press Institute has been studying the issue of journalists' safety since 1970, and in 1978, the organization's Safety Committee issued a report concluding that identity cards "seem to be of little value since they do not prevent a journalist being killed or harassed, but merely identify him, by an international sign, as a bona fide journalist . . . ."

The IPI committee at that time said a more practical solution would be "greater mutual respect of press identity cards between individual issuing authorities and governments."

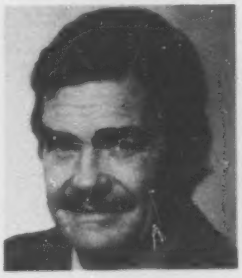
The committee also noted that since 1970, the scope of the problem had widened to include not only war-like situations but also "violence and harassment against journalists in non-conflict situations." It added, "Now we must include journalists within their own country as well as foreign correspondents."

Journalists traditionally receive press cards from military or government sources upon their arrival in a particular area. Usually, a letter from the publication or broadcast station that employs them or, in the case of stringers, from an editor willing to consider their work, is enough to establish their credentials.

Although details were not available, the proposal discussed in Geneva presumably would differ from this common practice in that the issuing authority for press cards would be an international body.

Many Westerners have pointed out that a number of journalists carrying easily recognizable press credentials have been killed in situations where they did not have time to show them, or where their status as journalists was irrelevant. This year, for example, three foreign correspondents have been killed by land mines.

While identity cards are viewed by many as thin protection at best, proposals have surfaced repeatedly at UNESCO meetings for them to be issued only to journalists who agree to adhere to certain interna-



"Our traditional posture is strongly in opposition to any form of government-issued ID cards that in any degree could be considered licensing."

Robert M. White II
Mexico (Mo.) Ledger

tional "rules of ethics" [presstime, March 1981, p. 25].

Western journalists have consistently maintained that because of countries' political and philosophical differences on the roles and purposes of journalists, an internationally accepted code would be impossible to achieve.

For example, the IOJ of Prague, which sent representatives to the Geneva meeting, recently published a suggested ethical code in its monthly newsletter.

In its proposed "Basic Principles of Professional Ethics in Journalism," the IOJ said, among other things, that journalists must promote public access to information and public participation in the media—including a right of correction and a right of reply—and must participate actively in the betterment of society.

Free-press journalists traditionally have refused to accept such definitions and duties. The IOJ has cited such refusals as evidence that Western publishers are not concerned about protecting reporters.

Although Galliner's letter to Leonard referred to the need to "set up terms of reference" for the proposed international accrediting committee, no further details were available. Galliner could not be reached for comment.

By an arrangement that preceded the flap over the identity-card proposal, IPI's Snijders was scheduled to attend ANPA's Government Affairs Committee meeting Sept. 27-28 in Washington D.C. □

One free-press request OK'd at IPDC meeting in Tashkent

The 35-nation governing council of UNESCO's International Program for the Development of Communications approved funding of $629,000 for 29 inter-regional, regional and national projects at its Sept. 5-12 meeting in Tashkent, U.S.S.R.

Only one approved project involved a non-governmental enterprise, and it received minimal funding. That project was a request for $228,000 to reopen an independent newspaper in the African nation of Botswana. After considerable debate and eventual support by the African delegation, the IPDC approved $14,000 to send a consultant to Botswana and determine exactly what kind of support would best fit the newspaper's needs.

In addition to the official U.S. delegation, observers from the United States included Scripps-Howard Newspapers executives Charles E. Scripps and B.J. Cutler, representing the Inter American Press Association, and Publisher Howard H (Tim) Hays of the Press-Enterprise, Riverside, Calif., representing the World Press Freedom Committee.

Hays said he was shocked by the hostile, anti-free-press attitude of many delegates, but he affirmed in a post-meeting report "that we're better off in IPDC than out of it, so long as we stick to our policy of selective contributions. . . . However bad it is now, it would likely be worse if the U.S. dropped out."

Howard H Hays

Charles E. Scripps

William G. Harley, State Department communications consultant and a member of the U.S. delegation, noted that the United States was able to derail several poorly conceived proposals; they either did not involve practical communications development—such as the bid for a series of 18 Latin American meetings on the proposed "new world information order"—or were for non-Third World countries, such as the request to help develop resources for audio-visual instructional technology in Europe.

The United States pledged $850,000 in funding for IPDC projects in 1984. The money will be spent only on projects the U.S. government approves.

Previously, the United States had pledged $500,000 for 1982-83, although none of those funds has been spent to date. The IPDC governing council will meet again sometime next year to consider more projects.

Since its organizational meeting in June 1981, the IPDC has approved $3,139,000 for 76 communications-development projects in developing countries.

No outside government or private agency is formally monitoring already-funded projects to ascertain what success IPDC is having in fulfilling its mandate of aiding practical communications development in the Third World.

Harley said that in many cases, the projects are still being developed and that it is too early to judge the impact of most of them. □

A busy agenda for international meetings

October and November will see a number of free-press issues debated at international gatherings from Lima to Paris.

The second "Voices of Freedom" conference, which began at the end of September, was scheduled to end Oct. 2 in Talloires, France. Some 90 print and broadcast journalists from more than 25 countries attended the three-day gathering, arranged by the Edward R. Murrow Center of Public Diplomacy of Tufts University's Fletcher School of Law and Diplomacy, in cooperation with the World Press Freedom Committee.

Hard on the heels of September meetings of the governing council of UNESCO's International Program for the Development of Communication in Tashkent (see story above) and a United Nations/UNESCO roundtable on the proposed "new world information order" in Innsbruck, Austria, the General Conference of UNESCO will begin Oct. 23 in Paris. The meeting, to last until Nov. 29, is expected to focus on communications issues during the period Nov. 9-23.

The U.S. delegation will include Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise, and Leonard R. Sussman, executive director of New York-based Freedom House.

The 39th General Assembly of the Inter American Press Association will be Oct. 24-28 in Lima, Peru. In addition to electing officers and passing resolutions, the association will receive a Western Hemispheric, country-by-country report from its Committee on Freedom of the Press. □

Malaysian plan to funnel news attracts concern

A storm of local and international criticism has greeted a Malaysian plan to begin channeling incoming foreign news agency stories and pictures through a government-supported national news agency.

The Malaysian news agency, Bernama, currently distributes material from a number of foreign news services, including Agence France-Presse. Under the plan set to kick in next May 1, Bernama also would take over distribution of material from the Associated Press, Reuters and United Press International. After that date, Malaysian newspapers would negotiate with Bernama, not with the news services, for foreign editorial matter.

The government points out that such a move has been planned for almost two decades. It was not implemented earlier, the government says, because Bernama lacked the technical capability to handle the flow.

Gaining a monopoly on news flow is expected to aid the money-losing national news agency, and Bernama says it will also allow small newspapers that now cannot afford individual news services to receive a larger sampling of foreign news.

But editors in Malaysia and abroad worry that a monopoly on distribution could lead to censorship or manipulation of news. □

U.S. journalist appeals licensing conviction

The issue of licensing journalists has been taken to the Inter American Human Rights Commission by American Stephen Schmidt. Schmidt asked the commission in September to overturn his conviction by the Supreme Court of Costa Rica on a charge of practicing journalism without a license.

Costa Rica's 1969 law requiring licensing for journalists was declared unconstitutional earlier this year by Criminal Court Judge Jeannette Sanchez [presstime, Feb. 1983, p. 20]. However, the Costa Rican Supreme Court reversed this ruling in June and sentenced Schmidt to three months in prison. □

ANPA will seek an end to use of detached third-class labels

ANPA will file a complaint with the Postal Rate Commission against detached mailing labels now being heavily used for third-class, marriage-mail packages prepared by direct-mail companies such as Advo-System Inc.

In its complaint to be filed early this month, ANPA will ask the commission to prohibit the labels outright or, alternatively, to impose a surcharge on them.

Detached labels are postcard-like pieces that accompany marriage-mail packages containing two or more ad supplements mailed together at relatively low third-class rates.

"The practice of using detached labels means that some mailers are able to send almost four ounces of advertising mail plus a separate card containing more advertising for just under eight cents," said Otto A. Silha of Cowles Media Co., Minneapolis, and chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force. "That's two pieces of mail for less than half the price of a single, 20-cent stamp. That's not good business for the Postal Service, and it's unfair for those who try to compete with the Postal Service monopoly."

ANPA Chairman and President William C. Marcil said the Postal Service's allowing use of detached labels "is a case where some unfairness has crept into the system; we hope this can be rectified quickly."

Marcil, president and publisher of The Forum, Fargo, N.D., said ANPA "has always worked closely with the Postal Service to ensure that readers all over the country receive their newspapers in the fastest and most economical manner possible. But the Postal Service now offers an array of new services. It's in our best interests and the interests of the public to make sure that all Postal Services are priced fairly."

The cards in question carry the address label for each marriage-mail piece, thus relieving the direct mailer of the burden of printing addresses on each marriage mail package.

Members of the newspaper business task force note that the cards make preparation of bulk advertising mail easier and cheaper for firms like Advo partly because the cards can be made up well in advance of a mailing. That gives advertisers a later deadline for submission of ad circulars.

A detached label is separate from the marriage-mail piece.

The detached labels also give mailing firms an extra vehicle for advertising because the backs of the cards usually contain ads of the direct-response type. Advo also has taken advantage of the detached labels to present what it calls Postal Service "facts."

For example, a recent mailing in a Washington, D.C., suburb asserted as a postal "fact" that bulk, third-class advertising mail helps to hold down overall postal rates—a contention with which the task force takes issue.

ANPA contends that since the Postal Service must handle the cards as it would any other separate piece of mail, USPS incurs extra work and therefore extra expense.

The Association also objects to the USPS's allowing use of the cards without proper postal rate-making procedures.

The Postal Service first started allowing use of detached address labels in March 1980 without public comment. The use of marriage mail as an alternative method for delivery of newspaper preprints rose dramatically about a year later [presstime, Aug. 1983, p.4]. □

Various challenges face readership, marketing panel

Challenges involving virtually every facet of newspaper marketing, from activities of the Audit Bureau of Circulations to concerns about black readership, were on the table at the Sept. 12 meeting of the ANPA Readership and Marketing Committee.

The Committee's 1984 recommendations embrace proposals for circulation, research and promotion activities, as well as continued cooperation with other newspaper associations.

For 1984, the ANPA News Research Center at Syracuse University will conduct its second series of "NRC Mining Company" reports. The Mining Company project collects and synthesizes the findings of individual newspapers' research studies. The objective is to produce comprehensive, meaningful reports of industry-wide significance.

Future topics of Mining Company reports will be newspapers' images and the attitudes of readers toward newspapers, circulation retention and stops, and the effects of afternoon newspaper closings on morning newspapers and on the use of other media.

The first series of Mining Company reports compared readers of morning with readers of evening dailies, subscribers and nonsubscribers, and regular and occasional readers. The findings, and suggestions on how to use them, are being published in ANPA News Research Reports.

Two slide shows on the findings and their applications also are being prepared for use by newspaper managers.

In addition, the Committee recommended that the ANPA Board of Directors consider the following activities for 1984:

- Conferences and workshops to assist editors in applying research findings to the newspaper product
- Dissemination of information on the value of single-copy sales. This could include a possible conference sponsored in cooperation with the American Society of Newspaper Editors, the International Circulation Managers Association, the Newspaper Advertising Bureau, and the International Newspaper Advertising and Marketing Executives.
- Furthering the application of computer systems to newspaper circulation and distribution. This, too, could include a conference sponsored jointly with ICMA, NAB, and the Institute of Newspaper Controllers and Finance Officers.

Among the issues brought up by attendees at the Sept. 12 meeting were:

- Attempts to "personalize" newspaper reporting by promoting the personalities of writers. Committee members said such efforts have been hampered at some papers by resistance from reporters and editors who view them as unethical or not in keeping with the role of impartial journalists. Research into the success of such promotions and strategies for gaining the cooperation of editorial personnel were suggested.
- The attitudes of black readers toward their local dailies. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, said few newspapers have expressed interest in a new model research study on this topic. Bogart said the study, available from NAB, can yield in-depth, localized information, as opposed to existing national data on readership patterns. John Mauro, director of research for Media General Inc., said his company's dailies in Richmond, Va., plan to use the model in a study of black readers there.
- Concerns about the audit bureau. Grover J. Friend, publisher of the Bucks County (Pa.) Courier Times, noted that some ABC rules, such as a prohibition on newspapers promoting coupons carried in a given issue and a new requirement that circulation be reported by ZIP code, are in response to the needs of ABC's advertiser-members.

A member of the ABC board, Friend said the organization is considering changing its newspaper primary-market areas to market zones designated by publishers. He added that it is studying the possibility of making available in computerized data banks information currently carried in its printed reports. □

Carrier in Omaha abducted, killed; assailant at large

Thirteen-year-old Danny Joe Eberle, a carrier for the Omaha (Neb.) World-Herald, was abducted from his morning delivery route Sept. 18 and found stabbed to death three days later.

It was the third major crime involving a youth carrier in the United States in just over a year. All three incidents occurred during Sunday morning deliveries.

Eberle disappeared between 5:30 a.m. and 8:30 a.m. from a residential area about 10 blocks from his suburban Bellevue home. His body was found in a rural area adjacent to Offutt Air Force base just outside Bellevue.

Bill Donaldson, director of circulation for the Omaha World-Herald, said in late September the police had made no arrests, although they were pursuing a number of leads. The newspaper contributed $10,000 to a reward fund, formed by local businesses, that had reached $25,500 by late September. The Lincoln (Neb.) Journal and Star were among other contributors.

In the two earlier cases:

- A 17-year-old Rockeville Centre, N.Y., youth is awaiting trial on charges he murdered a 14-year-old Newsday carrier in March [presstime, June 1983, p. 23].
- A 12-year-old carrier for the Des Moines (Iowa) Register, who disappeared from his delivery route on Sept. 5, 1982, still has not been found [presstime, Dec. 1982, p. 46]. □

It's not too late to join Safe Driving Campaign

The Safe Driving Campaign cosponsored annually by ANPA and the International Circulation Managers Association has enrolled 46 new newspaper participants in a recent promotional drive. A total of 598 newspapers participated in the 1982 campaign [presstime, May, 1983, p. 49]

Officials said it is not too late to join the 1983 campaign. Contact the ANPA Newsprint/Traffic Department or ICMA, both of which are located at The Newspaper Center in Reston, Va. □

Latest tack for papers in cable TV is to video

By Margaret Genovese
presstime staff writer

Program is videotaped for airing on The Newspaper Channel in Longview, Texas.

It's fall, time for the debut of new television programs. But the network bigwigs in New York City are not the only ones trying out new programming. Forty miles away, at the Long Island newspaper Newsday, executives are veiwing pilots of two new programs—one aimed at minorities, the other at children—and deciding whether to air them on the paper's five-month-old cable TV channel.

What Newsday is doing is but one example of newspapers' new strategy in the cable television sweepstakes—turning to video programming.

ANPA's director of telecommunications affairs, Kathleen Criner, says she has detected a "very definite trend" in the direction of video. She estimates that 40 to 50 percent of newspaper-cable projects today involve some video programming. When she began tracking newspaper-cable projects two years ago, the emphasis was on text services.

As might be expected, the video programming being produced by newspapers is not of the game show or soap opera variety. It is primarily news and information programming, including newscasts with the newspapers' reporters on camera, and advertising, including longer so-called "infomercials."

One reason for video's popularity may be that some people "perceive video programming as a better use of the medium and potentially more lucrative" than text, Criner says. She notes that three newspapers' cable-text services have closed this year [presstime, Sept. 1983, p. 20].

However, the situation is not as clearly defined as text vs. video programming, because many newspapers are doing both. "They are not mutually exclusive," Criner observes.

She also believes that adding video programming to text services and providing a way for cable subscribers to select the text to read may be the key to success. To date, except for several experimental, cable-based videotex and teletext services, the textual matter carried on cable channels scrolls automatically—under the control of the channel operator, not the cable subscriber.

Integrated with the newspaper. There is nothing new in newspaper companies producing video programming. They were among the first to become owners of broadcast TV stations and remain among the ranks of broadcasters today.

However, unlike broadcast TV, much of newspaper cable video programming is essentially electronic versions of the paper.

An example is The Newspaper Channel, a service provided over a cable channel leased from the local Cox Communications Inc. cable system by the 17,088-circulation Longview (Texas) Morning Journal and the 15,509-circulation Longview Daily News. The newspapers are owned by Cox Enterprises Inc.

The channel's video newscasts, at 6:30 p.m. and 10 p.m., are introduced with a film clip that begins with a sound familiar to anyone who has been in a newspaper pressroom while an edition is being printed—the ringing of the bell alerting that press start-up is imminent. Scenes of the Longview papers' presses in operation are alternated with shots of the papers' newsroom personnel at work.

The newspaper references do not stop there. That day's front page provides the backdrop as the program begins. As an individual story is mentioned, the backdrop becomes a closeup of that printed story in the newspaper.

During the program, the cable newscaster interviews the newspapers' reporters about the key stories they wrote. The program ends with the newscaster holding up both newspapers and advising viewers to be sure and read them.

Like newspapers, but unlike traditional television newscasts, these newscasts are expandable. They range from 35 minutes to an hour, depending on the nature of the news each day.

The channel also provides live coverage of bimonthly city council meetings. The coverage is promoted in the newspapers'

stories prior to the meetings.

When it is not airing video programming, The Newspaper Channel provides text news and advertising.

The channel has been in operation since March 14. And the channel's general manager, Bert Haney—who doubles as newscaster and comprises a third of the channel's staff—is eager to expand the video programming.

Two programs on high school football—one with highlights of games, the other with interviews with the coaches—were added in September. In the works are a business program, a fishing report, an adopt-a-pet program and a program on which job seekers will be able to give personal pitches.

Reasons for venturing into video. The Longview channel is serving as an experiment for Atlanta-based Cox Enterprises.

David C. Scott, the company's director of telecommunications services, says there are several reasons a newspaper might get into video programming on cable, "and not all of them are defensive."

In the case of markets like Longview where there is no local broadcast television station, Scott says there is an opportunity to establish what is in effect the "local TV station." The 16,000-subscriber cable system in the Longview area does not carry other locally produced programming.

Another reason for going into video programming is that advertisers may find it more appealing than text programming.

"Advertisers didn't understand text television," says Mark B. Atkinson, general manager of Leader Telacable at the Leader-Telegram in Eau Claire, Wis. (evening, circulation 33,387). Thus, early this year, Telacable began producing video newscasts, commercials and longer "infomercials" to supplement the two-year-old text service being offered on a leased channel. "Television to them (advertisers) was sound, sight and motion," says Atkinson.

But the newspaper did not want to abandon text because it hopes eventually to offer an interactive text service. "Consequently, we decided we needed some old-fashioned sound, sight and motion laced into the text to keep the cash flow going," he says.

Viewers also have influenced a newspaper's decision to go into video programming.

Worcester (Mass.) Telegram & Gazette Inc., publisher of the Worcester Telegram (morning, circulation 55,866) and The Evening Gazette (86,179), had been providing a text service on a leased channel and had done a few "advertising-oriented" video programs as a promotional tool, according to Sharen M. Abbott, coordinator of telecommunications.

Then, in a focus-group setting, cable subscribers said that while they liked the text service, often they did not watch television as much as listen to it and would be interested in having a video newscast.

At about the same time that desire was made known, the only television station in the city began changing to subscription TV service, Abbott says.

Five-minute video newscasts, using personnel from the company's Worcester radio station, were launched in July nightly at 5:30, 6:30 and 7:30. Video commercials will be added. "While we have the use of a channel, we feel we ought to explore all the opportunities that having a TV channel offers us," Abbott says.

Studio lights are adjusted for one of the experimental video projects of The Record in Hackensack, N.J.

Programming alternatives. Other newspapers ranging from the 13,810-circulation Bartlesville (Okla.) Examiner-Enterprise to the 525,217-circulation Newsday [presstime, July 1983, p. 18] are producing video over cable channels they control.

But it is not necessary to have access to an entire channel to get into video programming. Another way is by inserting brief local news and/or advertising spots into the "windows" that satellite-delivered cable networks provide for local programming.

One of the most ambitious of these types of projects is that of Gulf Publishing Co. Inc., publisher of The Sun (morning, 13,098) and The Daily Herald (evening, 39,559) in Biloxi, Miss.

From a studio built at one end of the newspapers' newsroom, five-minute newscasts have been produced twice daily since last March for insertion into CNN Headline News, the Turner Broadcasting System service. The company also is selling and producing video advertising for Turner's Cable News Network and for ESPN, the 24-hour cable sports network.

According to President and General Manager Roland Weeks Jr., the system will be highly automated next year when a satellite dish and a microwave tower to be erected on the newspapers' property begin operating.

Then, the signals of the satellite-delivered cable networks will be received at the newspaper, the news and advertising spots will be inserted into the programming, and the signals will then be transmitted by microwave to three area cable systems. Currently, videotapes of the newscasts, still considered experimental, are being hand-delivered to one cable system for insertion, and the advertising spots are being hand-carried to three cable systems.

Although revenue has fallen short of projections made when the advertising service began in March 1982, Weeks says growth has been "healthy," and he expects the service to break even next year.

There are variations on the insertion theme. For example, the Fort Myers (Fla.) News-Press (morning, 79,916) has a currently profitable division that sells and produces video advertising—but not news—for CNN, ESPN and the music network MTV.

At the Biloxi, Miss., newspapers, the newsroom provides the setting for twice-daily video newscasts.

And newspapers are exploring other video-programming options.

The Record in Hackensack, N.J. (evening, 149,853), has produced a weekly news magazine that was shown on three area cable systems for 13 weeks, a training program for new newspaper employees, a question-and-answer session with the publisher that was available for viewing on TV monitors in the newspaper's cafeteria, and several featurettes—one of which was sold to NBC television.

According to project director Mark Howatt, senior editor of the newspaper, The Record has hired a consultant to examine the feasibility of establishing a video production studio in the Hackensack market.

Another New Jersey communications company, the Asbury Park Press Co., publisher of the Press (evening, 117,872), already has established a video-production facility.

Through its wholly owned subsidiary Press Broadcasting Co., which operates AM and FM radio stations, the company produces a biweekly, public affairs interview program entitled "Newsmakers"; a biweekly interview program with New Jersey Governor Thomas Kean called "The State of New Jersey"; a 15-minute daily exercise show, "Take 15," which is followed by a dieting program, "The Willpower Quarter Hour"; a weekly half-hour program, "Casino Line," explaining how to play various games at Atlantic City's casinos; and a weekly half-hour cooking show called "The 20 Minute Gourmet."

All are distributed by Cable Television Network, a statewide network of cable systems with more than 700,000 subscribers.

Some venture out. But not every newspaper that gets into cable video programming stays in.

Nine months after it began producing news and advertising for the two-minute local window of CNN, The Sun-Tattler of Hollywood, Fla. (evening, 36,697), earlier this year folded the operation. "We were just unable to generate enough revenue to cover the cost of the program," explains Arthur Segall Sr., vice president and general manager.

The Houston Chronicle also got out. It had provided editorial research and on-camera reporters for a cable business program, "Business Edition," co-produced and shown by cable systems in Dallas and Houston. It decided not to continue its involvement because the program was based in Dallas, outside of its market area.

Tips for video programmers. ANPA's Criner advises newspapers thinking of getting into video programming on cable to first "consider very carefully whether there are other sources of local programming" in the market and then ask themselves "whether they can provide something that is unique and of value to the commmunity that will serve a need."

The next thing to consider, she says, is budget. Video programming "tends to be somewhat expensive."

The Biloxi newspapers will have spent close to a half million dollars on their project by the time their cable system network is operational. About half of that amount will have been spent on production equipment, the other half on satellite and microwave equipment.

The Longview, Texas, newspapers spent about $160,000 for the text and video equipment they are using.

But a firm headed by a former newspaper executive says newspapers can get into video programming for far less.

Madison M. Myers Jr. of News Cable Associates says he got the Daily Record of Morristown, N.J. (morning, 61,190), into the business of inserting local news into CNN Headline News last year for a capital expenditure of less than $25,000.

Another thing the cable-video entrepreneur should consider is hiring at least one person with broadcast experience to work on the project, ANPA's Criner says.

And how have the newspapers' staffs reacted to the video projects?

"They like it," says Haney of Longview. "Everybody's a ham." □

All the news that's fit to view?

The latest newspaper company to join the video-cable ranks is The New York Times Co., which Sept. 14 announced formation of a joint venture with Warner Communications Inc. to produce programs for cable television using news staffers of the Times on camera.

Bill would restrict cable TV ownership by newspapers

A bill that would prohibit cross-ownership of newspapers and cable TV systems in the same market was being readied for introduction by the House Telecommunications, Consumer Protection and Finance Subcommittee in late September.

The bill will serve as the basis of further hearings in the subcommittee, which already has held several days of hearings on the general subject of cable TV regulation.

According to a subcommittee aide, in addition to barring newspaper/cable cross-ownership, the bill also would prohibit broadcast/cable and telephone company/cable cross-ownership in the same market. There currently is no federal cable/newspaper cross-ownership prohibition, but Federal Communications Commission rules bar broadcast/cable and telephone/cable cross-ownership.

A cable regulation bill, S 66, passed by the Senate June 14, contained no new media cross-ownership restrictions and also prohibited states and localities from imposing any [presstime, July 1983, p. 30].

In another departure from the Senate bill, the House subcommittee bill requires cable systems to set aside from 10 to 15 percent of channels, depending on the size of the system, for leasing by programmers. There is no such mandatory leased-access provision in the Senate bill.

The House bill also contains a stronger public-access provision than the Senate bill. S 66 allows cities to require system operators to set aside channels for public, educational and governmental programming, but does not mandate they do so.

But like the Senate bill, the House bill would prohibit regulation of cable TV as a common carrier and would put a lid on franchise fees imposed by municipalities on cable system operators. □

Lottery for LPTV begins

The first FCC lottery for low-power TV construction permits was scheduled Sept. 29 for 26 markets. Newspapers were in the running in at least seven of them [presstime, May 1983, p. 33]. □

Telecommunications notes

The Federal Communications Commission voted 3-1 Sept. 22 to open a rulemaking proceeding aimed at eliminating or easing its **multiple ownership rules.** Those rules limit the number of broadcast outlets that one owner may own to seven TV stations, seven AM radio stations and seven FM radio stations.

There will be a 60 day comment period after the proposal is printed in the Federal Register.

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The FCC Sept. 9 gave Satellite Business Systems the authority to sell or lease transponder space to publisher Rupert Murdoch's News Satellite Ltd. for a **direct broadcast satellite service** [presstime, June 1983, p. 19]. The service, to be called "Skyband," is expected to begin this year.

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Communications consultant **Edward M. Johnson & Associates Inc.** of Knoxville, Tenn., has sued 12 newspaper companies or newspaper executives in 11 states for breach of contract for nonpayment of fees.

Several of the newspapers, which hired Johnson to assist them in filing low-power TV applications with the FCC, have filed countersuits claiming Johnson's work to be inadequate.

Trial of the first of the suits is expected to begin this month, according to Johnson's attorney. At least one of the cases against a newspaper defendant has been dismissed; another has been settled out of court.

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According to the A.C. Nielsen Co., an estimated 32,930,140 U.S. households, or 39.3 percent of households with TV sets, are **cable TV subscribers.** This is an increase of 18 percent from July 1982 when Nielsen put the number of cable TV homes at 27,884,000, or 34 percent of all TV households.

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Time Inc. President and Chief Executive Officer J. Richard Munro said his company will be **"winding down" its teletext project.** "We got into it too soon," Munro said in a Sept. 21 speech at Duke University.

Time has been experimenting with teletext in cable-TV systems in Orlando, Fla., and San Diego, Calif. The Sentinel Star Co. and The Copley Press are supplying local information for the experiments in Orlando and San Diego respectively [presstime, Dec. 1982, p. 12].

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The former chief of the National Telecommunications and Information Administration has asked the FCC to consider requiring all new color **TV sets to be equipped for teletext and videotex.** Henry Geller, now director of the Washington (D.C.) Center for Public Policy Research, estimated this would add less than $100 to the cost of sets when they are mass produced. He said it could result in "a remarkable speeding-up of the telecommunications/information revolution in the U.S."

Geller cited the 1962 law requiring all TV sets to be equipped to receive UHF channels as precedent for this kind of government action.

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The Canadian Radio-television and Telecommunications Commission has **renewed the licenses** of two radio stations and a TV station in Calgary, Alberta, owned by CFCN Communications Ltd. CFCN is wholly owned by Maclean Hunter Ltd., which owns 49.7 percent of The Calgary Sun.

This marks the fourth time in two months that the commission has approved the continuation of media cross-ownership situations despite a government directive generally ordering it not to renew broadcast licenses of applicants owning daily newspapers in the same market area [presstime, Sept. 1983, p. 45].

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The Daily Pantagraph of Bloomington, Ill., is operating an experimental, telephone-based videotex service. The **Pantagraph Informant** charges its 150 subscribers 2 cents for each screen of information called up.

Subscribers can use any personal or home computer to obtain agricultural and business news, listings of local social and civic events, reviews of movies and TV programs, sports features, weather information and word games. A Radio Shack TRS-80 Model II microcomputer is used to store the data base. The service is being promoted by the newspaper and computer stores. □

Robert L. Ballow

Former carrier delivers legal advice for papers

By C. David Rambo
presstime staff writer

Like many young people, Robert L. Ballow entered the newspaper business as a carrier because he needed the money. Like some other carriers, Ballow stayed and worked his way up the ladder, ultimately becoming director of circulation and labor relations.

However, unlike any other carrier before or since, Ballow put himself through night law school and went on to build a practice with special expertise in labor and newspaper circulation law. His carrier-boy street smarts coupled with his country-lawyer brand of savvy have made him special to many newspaper publishers.

"He is uniquely qualified to handle circulation matters" because of his one-of-a-kind background, says James H. Hale, president, publisher and chairman of the Kansas City (Mo.) Star Co.

"My goal in life was always to work for a newspaper," says the 52-year-old Ballow in his mellow, Southern drawl. "I never dreamed I'd practice law."

When he was 11 years old, he started work as a carrier for Newspaper Printing Corp. of Nashville, the agency that oversees the joint operating agreement between The Tennessean and The Nashville Banner. From there he scrambled up the job ladder including assistant route manager, circulation department supervisor, state circulation manager, director of personnel and labor relations, and, in 1968, director of circulation and labor relations and member of the corporation's board.

All the while, Ballow was attending Nashville public schools, George Peabody College of Nashville, now a part of Vanderbilt University, and Nashville Night Law School, also known as the YMCA Night Law School. "I just like to go to school," he says. After receiving his law degree in 1962, he became a member of the Tennessee bar and started a part-time practice while continuing to work full-time for the Nashville dailies.

Ballow says that because of his expertise, executives from other newspapers would call him and say, "Gosh, we've got this particular problem with the ITU (International Typographical Union). Could you write up some language for this? Our lawyer really doesn't know what we want to do."

That on-the-side practice lasted until 1970 when Ballow says he realized, "I think I can make money at this." He and another Nashville lawyer, Frank King, formed King & Ballow. The firm now is known as King, Ballow & Little and boasts a staff of about 30 lawyers. Ballow and his associates deal in all sorts of newspaper legal affairs—including First Amendment matters—as well as business law of a more general nature.

Although he does serve as general counsel to the International Circulation Managers Association, Ballow says he has declined offers to serve as general counsel to newspaper companies. Instead, he has built his practice on representing many newspapers—more than 200 to date—for more specific tasks.

For example, Kansas City's Hale says that Ballow has conducted all of his union negotiations since 1971, when Hale was an executive at the Clearwater (Fla.) Sun. Hale recalls that the Sun "had kind of a pesky pressmen's bargaining unit" running him ragged in contract talks. "I was meeting myself coming and going." Hale summoned Ballow. "When he bargains with these people it's never grim. . . . He never loses his sense of humor," Hale says, adding that negotiations are marked by a cordial, sometimes even festive, mood. Nevertheless, "when they're done, he walks away and hasn't given them anything."

Another Ballow friend, Ralph L. Saunders, says, "He's got this country-bumpkin type of personality, and he exploits the hell out of it." But those who know him well also stress that Ballow is a hard-driving professional—both on his subordinates and himself.

His work involves much travel and time away from home. Ballow usually is on the road several days a week. Although he often stays in luxurious accommodations, friends say he is perfectly content to spend quiet evenings working in his hotel room with only a cheeseburger and a glass of milk for dinner. "He's a cheeseburger freak," says one.

A six-day workweek is Ballow's norm. He works late most nights, often staying up until early morning preparing for the next day's tasks. Hale knows first-hand of the hard-charging lawyer's work habits because Ballow stays at the Kansas City publisher's home on visits to that city. Hale has even dubbed a guest room in his house the "Ballow Shrine."

Saunders, a Nashville businessman who was once business manager and treasurer of The Tennessean, attributes Ballow's affinity for hard work to the lawyer's modest beginnings. Ballow, like Saunders, came from a poor family. "When we get to telling 'poor' stories, I don't know which of us can tell the better, or worse, one," Saunders says.

Robert L. Ballow

Ballow takes little time out for recreation. However, he does enjoy houseboating—he has had nine of them—and often entertains on his craft. Ballow keeps his boat on Old Hickory Lake near the Nashville suburb of Gallatin, Tenn., where he lives in a large waterfront home located two doors down from that of country singer Barbara Mandrell.

Ballow and his wife, Betty, have two children. His daughter, Tina, is assistant director of human resources at Parade magazine's new printing plant in Dickson, Tenn.; his son, Brent, is working toward his master's degree in business administration at the University of Tennessee. □

Vivid writing can compound tragedy for victims

By Louis W. Hodges

The car went out of control, probably the result of horseplay on the front seat, left the narrow dirt road and came to rest in the river. Two of six young men found a small air pocket in the submerged vehicle and were able to breathe while searching for an exit. Four died.

Louis W. Hodges

A survivor told what happened that night. He had watched one friend die. He saw his hand "reaching up toward him from below the water level." He pulled on the arm but was unable to free his friend, whose leg was caught under a seat. "When the air bubbled up," he knew the friend had drowned.

The mother of the victim had not known about her son's last moments until she read the 1,100-word account of the accident in the newspaper. She wrote to the editor, "It is bad enough to know your son drowned, but reading in that cruel paper how he was reaching to be saved will haunt me for the rest of my life. All I can see is his hand reaching. God, hasn't anyone got a heart anymore?"

Paul Dellinger's story in the Roanoke (Va.) Times and World-News was a splendid piece, the kind editors delight in, the kind readers devour. The details of the wreck, those things that preceded and perhaps caused it, were vividly told.

Editorial Page Editor Gene Owens responded to the mother's letter with a sensitive piece that told of some of his experiences in reporting on tragedy. Though Owens did not seek to excuse the paper, or to justify the further hurt it caused the mother, he did acknowledge that hurt. "Hers," he wrote, "is a poignant account of how newspapers and other media, when they are doing their job, can heighten the pain of those who have lost loved ones through tragedy. . . ."

We should report tragedy, and we probably cannot avoid hurting people sometimes. We are not sensitive enough, or wise enough, to avoid every instance of hurt. But can we not improve? When we report tragedy, as we sometimes should, we run special risks of causing further pain to victims. Are there ways of minimizing that pain? Does the need to report tragedy justify causing that pain?

There are good reasons for reporting tragedy. A vivid report can alert others to special dangers and help others to avoid similar fates. A report on a fatal wreck may warn people of the dangers of horseplay, or treacherous spots on a narrow road.

In addition to serving as a warning, the reporting of tragedy can often help by stimulating sympathy in the reader. It gives occasion for human beings to experience compassion and deep feelings of concern for others. It can prompt friends to be more supportive of those hurt.

But when we report tragedy, we need to remember that we are dealing with what I think to be a special category of people. I call them the "innocent victims of tragedy." They are innocent. Tragedy struck them; they did nothing to cause it, and they usually could not have anticipated and prevented the bad thing that happened. They feel that they have been victimized by hostile forces beyond their control. They hurt.

It often, though not always, hurts again when a news story prompts a reliving of the tragic event. Sometimes, as in this case, the story may provide information that the victims did not have, and that causes further pain. But, unlike the original tragedy, this new pain is avoidable. The problem journalists face is to find ways of avoiding it.

Following the wreck in which the four young men died, the editors of the Times and World-News invited me to conduct a seminar on the ethics of reporting tragedy. Virtually the entire news staff participated. There was among them a widespread concern that the paper had apparently caused pain to this mother. But there was also a mood of perplexity about how to avoid doing so in the future. That perplexity was captured by Assistant Managing Editor Rich Martin, who later wrote on the op-ed page: "But how prescient can we be? Can we, as reporters and editors, always look at our stories just as the people we are writing about would look at them?

"I am afraid," he continued, "we will never be 100 percent effective in preventing needless pain. There will always be cases where something that seemed innocuous to us causes anguish. . . . When that happens, we will wish that we had changed the story, wish that we had done things somehow differently so that we could have prevented additional hurt."

He is right about that. There are some things we can do that might help. The following suggestions are at least a beginning:

First, we can maintain a higher level of awareness of the problem by recognizing that the "innocent victims of tragedy" do constitute a specially vulnerable category of people in the news. An occasional newsroom ethics conference with a sympathetic and informed outside critic can help, as I think ours did at the Times and World News.

Second, we can be more careful to identify the specific public need for each story about tragedy. Our reports would then be more likely to focus on and to highlight those elements of the story that are useful and important for people to know. We would be less likely to tell a tragic story just because it is a "good story."

Third, once the story is written, we can reflect on it from the point of view of the victims. We cannot always see it as they would, but most of us can muster sufficient imagination to succeed most of the time. This requires only that we use the test of the "Golden Rule": Do unto others as you would have them do unto you. While not a very solid foundation for journalism ethics, the "Rule" does sometimes provide a useful test for some of our decisions. □

Hodges is professor of religion at Washington and Lee University in Lexington, Va., where he is also academic director of the Institute for Executives and director of a program on "Society and the Professions: Studies in Applied Ethics." Currently, he is on leave to write a book on journalism ethics.

Enter another coupon competitor: a computer

By Elise Burroughs
presstime staff writer

Newspapers' corner on the trade in cents-off coupons is being invaded by a new competitor: computers.

On Oct. 3, 240 computer terminals are scheduled to begin dispensing coupons in supermarkets in the Dallas-Fort Worth area. The concept was tested last year in the same area.

Chester L. Lemon, chairman of Electronic Advertising Network Inc. of Grand Prairie, Texas, said in September that within the next few months, additional terminals will be installed in Denver and then in the Texas cities of Houston, Austin and Waco. He expects that supermarkets across the country eventually will have EAN coupon dispensers.

Resembling a video arcade game, EAN terminals consist of a television screen, a slot for inserting plastic cards and a coupon dispenser.

A shopper activates the dispenser by inserting any plastic card with a magnetic strip. A person lacking a magnetically encoded card, such as a credit card, will be able to obtain one by mail from Lemon's company. The card system prevents the dispenser from being used by children or idle experimenters, he said.

Once activated, the eight-color computer screen displays eight coupons. To obtain a coupon, a shopper touches the screen where that coupon is displayed. The machine then prints and dispenses the coupon in three seconds.

Grocery shoppers have instant access to computer coupons like this one.

Each terminal can accommodate four different screens of eight coupons each, for a total of 32. Manufacturers may specify that coupons be offered for as few or as many days as they like. The entire file of coupons is changed weekly by reprogramming EAN's central computer.

Lemon said the initial test using 30 computers showed consumers will redeem 80 to 90 percent of the coupons ordered, far higher than the average redemption rate for newspaper or magazine ads. Coupon availability at the point of purchase eliminates the need to carry coupons around and also stimulates impulse buying, Lemon said.

The computer records the number of the card used and will issue no more than the manufacturer-specified number of coupons per card. An individual can obtain coupons for each card he or she carries. Although that leaves the system open to some abuse, Lemon said manufacturers do not consider the possible threat significant. In fact, by keeping meticulous records of where coupons are printed and used, the system is expected to cut down on fraudulent redemption, he said.

Initially, a manufacturer offering a coupon through EAN is charged $20 per week per terminal, or $4,800 for the Dallas-Fort Worth market. EAN's costs, in addition to the necessary computer hardware and software, include leasing spase in participating supermarkets and promoting the system on television.

Lemon said it is too early to predict how EAN will affect newspapers' share of the coupon advertising market.

John Kelley, project director for the Newspaper Advertising Bureau, said the bureau has no information on EAN or its potential impact.

NAB's recent study, "Close-Up on Today's Food Marketing," revealed that 71 percent of the consumers interviewed make lists before they go shopping; that 74 percent use coupons; and that of those who use coupons, 89 percent get them from newspapers.

Newspapers carried 77.9 percent of the 119.5 billion coupons that manufacturers distributed last year [presstime, April 1983, p. 35]. □

Media Records edges toward inch reports

Media Records Inc. has asked newspapers subscribing to its service to vote on a plan to change the reporting of newspaper advertising from lines to inches.

This would bring Media Records' reports into compliance with the expanded Standard Advertising Unit system that recommends the column inch be adopted as the unit of measure for newspaper advertising [presstime, July 1983, p. 16]. The new, voluntary SAU system is scheduled to go into effect July 1, 1984.

Questionnaires detailing the proposal, including a formula for converting lines into inches, were sent in August to Media Records' 245 daily and Sunday newspaper subscribers.

Media Records President Sal Lane said in September that 35 percent of the subscribing newspapers had responded, and all were in favor of the plan.

Subscribers' questions about the plan will be answered as they are received and a status report will be presented in January to the Measurements Committee of the International Newspaper Advertising and Marketing Executives, Lane said. That committee endorsed the Media Records proposal in July.

If the change is approved, Media Records will begin reporting in inches in January 1985. □

ROP ads beat marriage mail, study shows

Eight times as many Sears shoppers were motivated by run-of-paper advertising carried in a daily newspaper as those motivated by advertising delivered through marriage mail.

That was a key finding of a research study conducted in June by the St. Petersburg (Fla.) Times and Evening Independent in their market area.

The newspapers' advertising director, Leo L. Kubiet, called the project "a milestone" in newspapers' efforts to meet competition from marriage mail.

The St. Petersburg dailies proposed the comparison research project after local Sears stores switched part of their advertising from the newspapers to a marriage-mail plan sponsored by Advo-System Inc. Sears agreed to participate, with the provision that the newspapers share the findings—whether favorable or not—with Sears.

Kubiet acknowledged that the newspapers took a calculated risk in going along with that arrangement, but he said they were confident "the research would show we can do a better job."

Researchers conducted interviews with 5,485 customers in three Sears stores over an eight-day period, Sunday through Sunday. According to the shoppers, 3 percent said they were motivated to purchase particular items at Sears by an advertising insert received in the mail midweek. In contrast, 25 percent said they were motivated by Sears' ads appearing in the papers on the first Sunday and on Tuesday.

The newspaper researchers also gathered information on other aspects of customers' shopping habits.

The newspapers' research manager, Jack Vernon, cautioned that the results apply only to the St. Petersburg market, but the study is a type that could be replicated in other markets.

Eugene C. Patterson, president and editor of the papers, will give a presentation on the project and its findings at an American Press Institute seminar this month in Reston, Va. □

Top 25 U.S. newspaper advertisers compared to top advertisers in all media

Advertiser	Rank among newspaper advertisers	Rank among 100 top national advertisers	Ad expenditures in newspapers 1982	Ad expenditures in newspapers 1981	Ad expenditures in all media 1982
R. J. Reynolds Industries	1	4	$123,174,800	$142,344,700	$530,300,000
General Motors Corp.	2	3	86,965,200	65,502,100	549,000,000
Philip Morris Inc.	3	5	83,793,800	90,602,700	501,700,000
Ford Motor Co.	4	12	45,582,600	31,989,700	313,500,000
Batus Inc.	5	24	42,893,600	45,909,600	235,000,000
AT&T Co.	6	7	34,467,200	21,530,600	373,600,000
Chrysler Corp.	7	35	29,597,500	30,955,700	173,000,000
RCA Corp.	8	38	28,273,300	29,536,900	180,100,000
Delta Air Lines	9	94	24,664,600	21,653,100	49,300,000
Pan American	10	80	24,077,700	17,984,300	72,000,000
Loews Corp.	11	60	22,645,400	49,591,300	103,300,000
Eastern Air Lines	12	89	21,625,400	23,670,000	57,400,000
Time Inc.	13	49	20,186,700	17,825,300	130,100,000
Trans World Corp.	14	66	19,857,300	17,354,100	91,600,000
Warner Communications	15	25	18,875,600	13,324,000	232,200,000
AMR Corp.	16	87	18,813,000	20,068,100	61,600,000
Volkswagen of America	17	61	16,025,300	8,982,800	98,000,000
CBS Inc.	18	41	15,917,700	15,822,600	159,000,000
Toyota Motor Corp.	19	58	15,611,100	11,229,100	111,300,000
American Express Co.	20	63	11,840,300	6,429,600	95,500,000
Texas Air Corp.	21	*	10,574,900	7,631,200	*
American Broadcasting Cos.	22	100	10,299,300	10,270,300	42,800,000
Seagram Co. Ltd.	23	44	9,851,300	12,758,300	153,000,000
Nissan Motor Corp.	24	55	9,742,800	8,824,000	117,600,000
U.S. Government	25	29	9,633,600	8,798,600	205,500,000

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*Not ranked among the top 100 national advertisers.

Blair intends to buy remaining Advo stock

John Blair & Co. has announced tentative plans to exercise its option to buy the remaining shares of Advo-System Inc. voting stock.

Blair, which several months ago bought 8 percent of the voting shares for $3 million [presstime, Aug. 1983, p. 9], would pay $33 million for the other 92 percent.

James A. Jurist, vice president and treasurer of John Blair & Co., said the acquisition is contingent upon his company's review of financial documents pertaining to Advo's financial status. The acquisition could take effect as early as the first quarter of next year, he said.

Some observers have said that Blair's acquisition could mean that Advo will be given a major boost with infusion of capital and strong management. However, Jurist said the only new capital Advo will receive directly from the deal is the $3 million paid for the 8 percent of voting stock. The other $33 million will go to Advo's owners, he said.

Jurist added that Blair considers Advo's existing management to be strong and that major personnel changes are not planned.

Jurist said the acquisition would not result in a significantly stepped-up schedule for the Network Mail program.

Network Mail is a joint project of Advo and a Blair subsidiary, John Blair Marketing, in which cents-off coupons are delivered as part of marriage-mail packages. Launched last June, Network Mail packages so far are being delivered at least once a month to more than 41 million households in the top 150 metropolitan markets.

Advo is the largest direct-mail processor in the United States. Based in Hartford, Conn., the firm was a pioneer in the development of marriage mail, a system in which two or more advertising circulars are put together as one third-class piece of mail.

Blair is a marketing and communications corporation with interests in broadcasting, coupon marketing and commercial printing. □

Ad bureau offers help to newspapers

It's time for a change in political ads

By Craig C. Standen

Over the next 14 months, hundreds of millions of dollars will be spent on political advertising. In recent years, most political advertising has been on television. Very little has been in newspapers [presstime, Feb. 1983, p. 30]. But I believe, as the politicians themselves often say, "It's time for a change."

Craig C. Standen

As network television viewing continues to drop and audience fragmentation keeps increasing because of the growth of cable television, political consultants and campaign managers as well as advertising agencies are worried about TV's effectiveness in reaching key voter groups. In addition, research studies show that commercials themselves are becoming less effective in terms of recall and persuasiveness.

The bureau's National Advertising Sales Department regularly makes sales calls at the political parties' national committees and is in contact with the campaign headquarters of presidential candidates. And, as it has every presidential election year since 1972, the bureau is offering its one-order, one-bill service to all 1984 presidential candidates. (In 1980, incidentally, the Reagan campaign spent more than $2 million through the one-order, one-bill service.)

But the overwhelming majority of political advertising—even for presidential candidates—is bought at the local level. This means it must be *sold* at the local level, and this is where daily newspapers' opportunity lies.

To help your newspaper cash in on this opportunity, the bureau last month introduced "How to Win Votes and Influence People," a 22-minute slide presentation designed to sell newspaper use to those who influence media buying for political advertising.

The presentation emphasizes the strengths of the daily newspaper—its ability to reach voters (and especially the most influential voters), its unique position of influence in the community, its believability as an advertising medium and its upscale audience compared to television. In addition, the presentation features case histories of newspaper advertising campaigns that played a major role in winning elections, and it offers a number of creative suggestions that can be tailored to particular needs.

But conversations with political consultants and with newspapers that have been especially successful in obtaining political advertising suggest that it takes more than one successful presentation to overcome the deep-seated conviction of many political advertising experts and candidates that only television can deliver the votes they need to win.

Here are some of their suggestions:

1. **Make an overall selling plan.** Analyze your market, your circulation and that of competing media in terms of the needs of political advertisers (just as you do for any other advertiser). Put together a timetable for sales calls, seminars and workshops, special editorial and advertising supplements, and other selling activities.

2. **Identify all the buying influences.** Each candidate has a different organizational setup, and advertising plans are often influenced by people who don't seem important.

3. **Start early, very early.** Campaign media plans are made early, and budgets are drawn up long before the advertising actually starts. If you haven't made the case for advertising in your paper well before the start of the primary campaign, you'll almost always be too late.

4. **Offer specific campaign proposals.** Develop an individualized media plan for each candidate, running from the beginning of the primaries through the general election. Include costs, production estimates and other information in your presentation. Many politicians know little or nothing about media, and the more you can do to take the mystery out of media buying, the better your sales message will be received and the better your chances of making the sale.

5. **Offer creative services and production help.** Many political experts—even those familiar with television—don't know how to create or produce effective print advertising. Your willingness to offer suggestions and advice, accompanied perhaps by speculative ads like the ones in the bureau presentation and its accompanying booklet, increases your likelihood of winning some or all of a candidate's advertising. It also casts you as a source of help, rather than someone merely making a sales pitch.

The bottom line is this: If you are interested in getting a larger share of the political advertising dollar, the experts we've talked to suggest that you *start immediately*.

And a good way to kick off your campaign for more campaign advertising is to hold one or more newspaper advertising workshop/seminars for candidates, campaign managers and workers, local party officials, political consultants and ad agency people.

Because many of the people you want to reach have other jobs, hold your meetings either early in the day (with coffee and pastry) or in the evening. If possible, have your editorial people attend—they help attract the key political people who are your No. 1 targets.

The bureau's Hank Dain, who is in charge of our political advertising sales campaign, has compiled an eight-page memo outlining a suggested course of action, along with sample letters to political leaders and one political consultant's "10 Key Points Affecting Political Elections."

If you'd like a copy of the memo, along with a copy of the booklet "How to Win Votes and Influence People," designed to accompany the slide presentation—or if you'd like to order a copy of the presentation itself—call Hank Dain at (212) 557-1859. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Province may drop liquor ad ban

The Liquor Board of Saskatchewan province is expected this month to announce changes in its longstanding ban on liquor advertising.

Susan M. Fox, sales coordinator for the Newspaper Marketing Bureau, which serves Canadian dailies, said Saskatchewan currently allows breweries to advertise beer but has not allowed any other liquor advertising in the province's media.

However, the reception of cable television programming from areas that allow liquor advertising has lessened the ban's relevance. A five-member committee of the provincial legislature is preparing recommendations on liquor advertising.

Fox said that although there are no federal regulations on liquor advertising, most provinces have some rules, ranging from an outright ban in Prince Edward Island to restrictions on size, placement and number of weekly advertising insertions in six provinces.

In the United States, liquor advertising is banned by two states, Mississippi and Oklahoma, but federal courts have differed on whether the bans are constitutional. One case, brought by four cable television companies seeking to overturn Oklahoma's ban, has been appealed to the U.S. Supreme Court. (See story, p. 12.)

A separate case challenging Mississippi's ban resulted in a ruling by the 5th U.S. Circuit Court of Appeals that the ban was unconstitutional. That ruling has been stayed, however, pending a hearing of the case by the court's full bench [presstime, June 1983, p. 12]. □

Readership study planned in Canada

The Newspaper Marketing Bureau, a membership organization headquartered in Toronto and representing 80 percent of Canadian daily newspaper circulation, has commissioned an unprecedented newspaper readership study of the top 30 markets in the country.

The survey will be conducted late this year by Market Facts of Canada Ltd.

More than 25,000 households will be interviewed by telephone and asked to fill out a follow-up mail questionnaire. The sample size will be representative not only of the combined total markets but also of each individual market, explained Robert B. McElhinney, vice president of market development for the bureau.

The survey will measure readership of sections, reader demographics, the use of other media and shopping patterns.

The findings will be fed into a computerized data base available to advertisers and ad agencies. The readership information will be updated regularly with data from annual surveys one-third the size of the original sample.

McElhinney said the marketing bureau in the past has maintained readership information on the top 20 Canadian markets, but the data were collected at different times and were not fully comparable.

"We're really quite optimistic about it," McElhinney said of the new survey. "It will be very useful for the national side of the advertising business as well as the retail side." □

Canada vows to cite newspapers for false ads

Questionable advertisements for a variety of get-rich-quick schemes are spilling over the borders of the United States into Canada, and government officials there vow to hold media responsible for carrying any such misleading ads.

Canadian media, including newspapers, normally are exempt from charges of publishing misleading advertising if they record the name and address of the advertiser and if the ad is carried in "good faith" in the normal course of business.

However, the Canadian Department of Consumer and Corporate Affairs recently issued a bulletin saying that in the case of ads placed by parties outside Canada, the exemptions do not apply. The department cited as an example "the acceptance of a misleading advertisement from an American mail order firm by a newspaper or magazine." In such a case, said the department, the newspaper or magazine could be charged with carrying misleading advertising. □

Transportation notes

The American Automobile Association reported that it costs an average of 23.8 cents a mile to own and operate a 1983 American-made car driven 15,000 miles a year and depreciated over four years. The AAA costs represent a composite national average for three 1983 Chevrolet models—a four-cylinder Chevette, six-cylinder Malibu and six-cylinder Impala. The cost of owning and operating them would be 20.6, 25.1 and 25.9 cents a mile, respectively.

Single copies of **"Your Driving Costs,"** in which this information appears, are available from most AAA clubs or by sending a self-addressed, stamped business-size envelope to American Automobile Association, Public Affairs, 8111 Gatehouse Road, Falls Church, Va. 22047.

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The U.S. Court of Appeals, District of Columbia Circuit, upheld the Interstate Commerce Commission's approval of the **purchase of the Boston & Maine and Delaware and Hudson railroads** by Guilford Transportation Industries, thus clearing the way for a new, 4,000-mile rail system in the Northeast [presstime, March 1983, p. 22].

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ICC hearings are scheduled in December on Chicago & North Western Transportation's late July application to **purchase the Milwaukee Road.**

Another reorganization plan is being pushed by the Chicago Milwaukee Corp., which owns most of the railroad's common and preferred stock. CMC proposes that the Milwaukee Road be reorganized independently around core properties, with retention of the core properties by the Milwaukee Road's estate and current stockholders.

Meanwhile, an application by the Grand Trunk Corp. to buy the railroad is also pending before the ICC [presstime, June 1983, p. 33].

• • •

St. Lawrence Seaway Authority officials said that Dec. 15 is the last day vessels may report to call-in points on the St. Lawrence River for passage through the seaway's Montreal-Lake Ontario section. Seaway authorities will decide by Dec. 10 whether operating conditions require them to assess surcharges after Dec. 15. □

27 ANPA training seminars announced for 1984

ANPA, through its Training Services Department, Technical Services Department, Labor and Personnel Relations Department, and Foundation, has announced 27 training sessions to be held during 1984. Additional seminars and conferences, in areas such as telecommunications and libel defense, are under consideration. Announcement of these sessions will be made at a later date.

Any changes to the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Management Development Workshop — **Jan. 23-27, Costa Mesa, Calif. Sept. 17-21, Chicago**

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $500 members, $600 nonmembers.

Advanced Labor Relations Seminar — **Jan. 30-31, San Diego**

Covers legal aspects of "hard-bargaining" for developing the means of structuring contract changes to gain the necessary flexibility to accommodate the innovations of technology to better meet competition. Designed for the veteran employee relations executive, participants will select topics they wish to be discussed in depth. Registration fee: $300.

Newspaper Executives Marketing Seminar — **Feb. 12-18, Reston, Va.**

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored with the International Newspaper Promotion Association. Instructors employ the Harvard Business School case-study method using a number of actual newspaper cases. Registration fee: $1,700 members, $1,900 nonmembers.

Personnel Practices, Procedures and Policies Seminar — **Feb. 19-22, Chicago**

Designed to assist the newly appointed newspaper personnel manager, and those who supervise the personnel function as a secondary responsibility, to gain skills and knowledge in interviewing and selection, wage and salary administration, training, and other basics. Provides overview of legislative and regulatory activities affecting personnel and labor relations as well as current trends in employee relations. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $265.

Conference for Newspaper Men and Women — **March 11-14, St. Petersburg, Fla.**

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for young newspaper people, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $750 members, $900 nonmembers.

Leadership in the Newsroom Workshop — **March 19-21, Chicago May 21-23, Boston Nov. 12-14, Dallas**

Develops the management skills of first-line and mid-level editors. Instructors from the Human Resources Center of the University of Chicago and participants examine communication skills, coaching and personnel development, motivation, problem-solving and decision-making. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $400 members, $500 nonmembers.

NIE Program Development Conference — **March 21-23, Denver**

Sessions on starting, administering, promoting and developing a curriculum for an effective Newspaper in Education program. NIE managers and educators trade information on new projects and methods to advance the use of the newspaper in teaching reading, social studies, mathematics, economics, science and basic living skills. Registration fee: $250.

Strategic Planning Seminar — **March 25-29, Hidden Valley, Pa.**

Extends the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. Like the Newspaper Executives Marketing Seminar, this seminar uses the Harvard case-study method and is cosponsored by INPA. Registration fee: $1,000 members, $1,200 nonmembers.

Circulation Managers Workshop — **April 9-11, Dallas Nov. 26-28, Denver**

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago concentrate on leadership, communication, problem-solving and motivation. Cosponsored with the International Circulation Managers Association and NPRA. Registration fee: $400 members, $500 nonmembers.

Labor and New Technology **June 8-9, Atlanta**

Held the two days preceding the Operations Management Conference and Exposition, it examines how growing competition and rapidly changing technology have altered the traditional concepts of labor negotiations. Discusses the effect on employees of pagination, robotics, TMC and other new developments. Designed for publishers, employee relations executives, general managers and production managers. Registration fee: $300.

Labor Relations Seminar **Sept. 24-26, Boston**

Examines the latest technical changes, management rights under the Taft-Hartley Act, increased flexibility of contract language, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employee relations executive. Through a format of general sessions, case studies, workshops and extensive member interaction, participants share each other's expertise and the knowledge of select speakers and panelists. Registration fee: $400.

Promotion Managers Workshop **Oct. 8-10, Boston**

Examines the job functions and the management skills needed by promotion managers; emphasizes communications and work relationships required to effectively manage projects involving several newspaper departments. Instructors from the Human Resources Center of the University of Chicago cover planning, leadership and motivation. Cosponsored with INPA. Registration fee: $400 members, $500 nonmembers.

NIE Instructor-Training Seminar **Oct. 9-12, Airlie, Va.**

Focuses on teaching self-reliance in the use of newspapers as a teaching tool and studies a variety of workshop models to develop flexibility, creativity, effectiveness and confidence; designed to give Newspaper in Education managers and educators the ability to conduct more comprehensive workshops through positive motivation and a strong grasp of the NIE curriculum. The program will be conducted by Dr. Edward DeRoche, dean of the School of Education, University of San Diego, and Linda B. Skover, manager of educational services, ANPA Foundation. Registration fee to be announced.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va. (703) 620-9500, ext. 371.

"Hands-on" seminars

The Technical Services Department, now located in its new facilities at The Newspaper Center in Reston, Va., will offer a series of 10 seminars in Reston during the first half of 1984. The schedule for the rest of 1984 will be announced at a later date.

The "hands-on" sessions, designed to provide operational experience and maximum retention of material presented, will be enhanced by the availability of new production equipment and by surroundings more conducive to learning. New equipment at The Newspaper Center includes a M.A.N.-Roland 4/2 offset press and a Hell 399 electronic color scanner.

Registration fee for these seminars is $550.

Offset Press and Plate Seminar **Jan. 16-20**
Feb. 13-17
March 12-16
May 14-18

Both experienced and begirning newspaper employees will be guided through the processes involved in achieving top-quality web-offset printing. Participants will receive individualized instruction and actual press operation experience. Specific areas to be covered include: offset press unit components; precise adjustment of inking and dampening systems; the pin register system for both page and color registration; plate preparation; press operation for both color and black and white printing; evaluation of print quality and possible solutions for problems of poor quality; analyzing running press results for packing and blanket conditions and for roller setting conditions for ink trains and dampening systems; offset press care and maintenance; and press safety.

Color Separation Techniques for Newspaper Reproduction **Jan. 30-Feb. 3**
March 26-30
June 25-29

Covers the skills needed for utilization of electronic scanning and direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the electronic color scanner and direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation problems, and working with high intensity lights.

Management Introduction to Newspaper Technology **Feb. 27-March 2**
April 30-May 4

Provides all levels of management personnel with a better understanding of the latest developments in newspaper technology. Step-by-step procedures help both new and seasoned managers gain the skills needed to utilize today's electronic editorial and production systems. Participants create and produce their own four-page newspaper, working through all the procedures from copy preparation to press run. Covered are: editing on VDTs; OCR copy generation; phototypesetting techniques; advertising mark-up and paste-up; full-page paste-up techniques; camera operation for screened prints; making full-page line negatives of page paste-ups for photopolymer and offset plates; stripping negatives using the pin register system; offset and photopolymer platemaking; and safety procedures such as electronic grounding, solvent handling and VDT usage.

For more information about "hands-on" seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va., (703) 620-9500, ext. 660.

Total of 32 programs planned

Circulation sales and marketing topic of new API seminar in '84

Circulation sales and marketing approaches will be the subject of a new seminar in the American Press Institute's series of 32 programs next year.

The new seminar will focus on techniques for matching reader and advertiser needs with modern distribution methods. It is for circulation directors, publishers, general managers, and marketing and advertising executives.

The regular API seminars for circulation managers will continue to be offered.

All but two of the 1984 API sessions will take place at the institute's headquarters in Reston, Va. The others will be held in Palo Alto and Pomona, Calif.

The schedule is:

- **Executive Editors and Managing Editors** (for newspapers under-50,000 circulation), Jan. 8-18
- **Management of the Weekly Newspaper,** Jan. 22-27
- **Publishers** (under-50,000), Jan. 29-Feb. 3
- **Circulation Managers,** Feb. 5-15
- **Editing the Weekly Newspaper,** Feb. 19-24
- **City Editors** (over-75,000), Feb. 26-March 7
- **Advertising Executives of Weekly Newspapers,** March 4-9
- **Management and Costs** (over-75,000), March 11-21
- **Promoting the Daily Newspaper,** March 25-30
- **Newspaper Design** (for dailies), April 8-13
- **Newspaper Systems and Data Processing,** April 15-20
- **Circulation Sales and Marketing Strategies,** April 29-May 4
- **Advertising Executives** (over-75,000), April 29-May 4
- **Sports Editors,** May 6-16
- **Improving Reporting Skills** at Stanford University, Palo Alto, Calif., May 20-25
- **Executive Editors and Managing Editors** (over-50,000), June 3-13
- **Management and Costs** (under-75,000), June 17-27
- **Developing Management Skills,** June 24-29
- **Improving Newspaper Content** (under-75,000), June 24-29
- **Newspaper Design** (for weeklies), Sept. 16-21
- **Editorial Page Editors and Writers,** Sept. 16-21
- **Advertising Executives** (under-75,000), Sept. 23-Oct. 3
- **Business and Economic Coverage,** Sept. 30-Oct. 5
- **Journalism Educators,** Oct. 7-12
- **Lifestyle Section Editors,** Oct. 7-17
- **Circulation Managers,** Oct. 21-31
- **Classified Advertising Managers,** Nov. 4-14
- **Marketing the Daily Newspaper,** Nov. 25-30
- **News Editors and Copy Desk Chiefs,** Dec. 2-12
- **Effective Writing and Editing** at Kellogg West, Pomona, Calif., Dec. 9-14
- **City Editors** (under-75,000), Dec. 9-19
- **Picture Editors and Chief Photographers,** Dec. 16-21.

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Tuition is $675 for a nine-day seminar and $500 for a one-week program. Room and meal charges are billed to the newspaper after the seminar, based on API's contract rate with the Sheraton Reston hotel, located a block away from the institute.

To participate in a seminar, an applicant must be nominated by a newspaper's principal executive.

For additional information, contact API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-3611. □

Education notes

U.S. Education Secretary Terrel H. Bell has approved a recommendation that, in effect, puts the **Accrediting Council on Education in Journalism and Mass Communications on probation**.

Bell concurred with the recommendation of an advisory panel that ACEJMC be given only a two-year extension—half the normal term—of its federal recognition as an accrediting agency [presstime, July 1983, p. 42].

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Ellis Cose, former business correspondent for USA Today, has succeeded Nancy Hicks as president of the **Institute for Journalism Education**. Hicks resigned to return to daily journalism.

Cose, 32, has been a resident fellow at the National Research Council of the National Academy of Sciences in Washington, D.C.; an editorial writer and columnist for the Detroit Free Press; a senior fellow at the Joint Center for Political Studies in Washington; and a reporter, columnist and editor at the Chicago Sun-Times.

The Institute for Journalism Education, based at the University of California at Berkeley, operates summer training programs for minority journalists and helps place minority journalists in newspaper jobs.

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ANPA Foundation has provided every U.S. daily newspaper with a packet of Newspaper in Education materials in preparation for the **second annual NIE Week** to be held March 5-9, 1984. The event will be sponsored jointly by the Foundation and the International Reading Association.

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ANPA Foundation also has made available a new camera-ready supplement on **"Telecommunications--A Time of Megachange."** The eight-page tabloid details recent advances in communication and information technologies for high school students. There also is information about career opportunities created by the expanding telecommunications field.

Cost of the packet is $20. To order, contact Ruth Finn, ANPA Foundation, at The Newspaper Center, Reston, Va.; (703) 620-9500. □

Minorities-hiring issue seen as supply, demand problem

Newspapers' dismal record in hiring minority journalists stems partly from an inadequate supply of them and partly from an inadequate demand for them. And, says Carl E. Morris, he will seek to rectify this supply-and-demand imbalance in his new role as minority affairs director of the American Society of Newspaper Editors.

Carl E. Morris

If that is his short-term objective, Morris's ultimate mission is to help ASNE attain its stated goal of achieving, by the year 2000, minority employment in the newsroom equivalent to the proportion of minorities in the United States population [presstime, June 1983, p. 20].

On the supply side, Morris says he initially will concentrate on explaining career opportunities in newspapering to students at historically black colleges. There are relatively few black students at the nation's top journalism schools, he notes.

On the demand side, Morris will discuss with editors how newspapers can improve news coverage by having staffs that reflect the mix of the community's population. While a minority journalist is not necessarily needed to cover a minority issue, "minority journalists can bring a sensitivity to the problem" of thorough coverage of an issue, he says.

Getting newspapers to hire minorities likely will be a tougher job than building up the reservoir of potential employees. Morris says he is puzzled as to why editors have not hired more minorities over the years. "I really can't put my finger on it, except to say they (many editors) are not willing to take that chance," he says.

Morris theorizes that there is a tendency of white, middle-class managers to hire their own kind first. And sometimes, Morris says, while top management pledges to increase minority hiring, the urgency of that promise may lose its punch by the time it gets to the "front-line editors" who do the actual hiring.

Morris, 52, joined the ASNE staff Sept. 19. He formerly was a reporter and copy editor at the Pittsburgh Post-Gazette, for five years. Prior to joining the Post-Gazette, he had been editor and general manager of the New Pittsburgh Courier, vice president of Sengstacke Newspapers of Chicago, owner of a Pittsburgh public relations firm, a public relations assistant for a St. Louis utility company and editor of another utility company's employee publication. He is a graduate of West Virginia State College.

ASNE annually conducts a survey on newspaper minority employment. Last year's study showed that 60 percent of dailies in the country employed no minority journalists. It also showed the percentage of minorities in the professional newsroom was about 5.6 percent. In the 1980 Census, blacks make up about 12 percent of the U.S. population and Hispanics about 6 percent. □

UPI to fund 'Changing Readers' study

United Press International will fund an American Society of Newspaper Editors' project to update the 1978 report "Changing Needs of Changing Readers."

ASNE President Creed C. Black, president of the Lexington, (Ky.) Herald-Leader, said, "The five years since the first 'Changing Readers' have been tumultuous. It's time to check again and develop a fresh perspective."

As was the case with the initial study, the new, $78,500 project will be conducted by Ruth Clark, formerly of Yankelovich, Skelly and White Inc. and now of Clark, Martire and Bartolomeo Inc.

She will complete her work in two phases, on involving focus groups in six different U.S. locations, and the other involving a telephone survey of 1,200 people [presstime, July 1983, p.43].

Findings are expected to be compiled by next spring for presentation at the 1984 ASNE convention May 7-11 in Washington, D.C. □

Logo for deaf, acid rain index may be 'firsts'

Newspapers continue to respond in novel ways to the sometimes specialized needs of readers. Two examples from the summer of 1983 may be "firsts" for the industry.

For the hearing-impaired, The News Herald of Morganton, N.C. (evening, circulation 11,146), has started running a special logo identifying articles about an event that will provide sign-language interpreters.

Editor H. Eugene Willard said Morganton is home of the North Carolina School for the Deaf, has a large population of people with hearing problems and is highly conscious of the needs of such people.

The second example involves the Maine Times of Topsham (weekly, 17,600). It has started running an "acid rain index" compiled by the Maine Natural Resources Council, a private organization that addresses environmental concerns.

The council provides numbers on the ph scale and explains what those numbers mean in terms of four broad categories of rain acidity. Most television stations in Maine also report on the index, a council official said. □

First issue is final one for 'Quote Unquote'

"Quote Unquote—The Editors' Magazine" folded after a one-issue run.

Editor Edward D. Miller said there was "insufficient reader and advertiser interest" to sustain the bimonthly publication aimed at senior-level newspaper editors [presstime, April 1983, p. 21]. Its only issue was published last spring.

However, Miller said he intends to proceed with an electronic "Job Bank" for editors and reporters. The service would enable those looking for jobs to put their resumes into a computer, and newspapers would be able to search the data base for candidates. □

Personnel relations

Taking a positive approach to discipline

By Virginia Tadie

At first glance, the phrase "positive discipline" might well be considered one of the many oxymorons crowding the English language today—a seeming contradiction in terms like "jumbo shrimp." But on closer inspection, positive disciplinary procedures are actually valuable management tools that newspaper executives are well-advised to consider.

Positive discipline is a new and non-traditional approach to disciplining employees when problems occur. Instead of punishing misbehavior in the hope that it will not recur, managers work together with employees to change problem behavior, improve employee performance and prevent future problems.

According to Robert E. Carlquist, personnel manager for the Houston Chronicle, the positive approach is one that "identifies the problem and allows the employee to participate in defining the solution." The ultimate goal of the process, Calquist emphasizes, is to ensure that all employees are treated fairly.

One element of positive discipline is a methodical process known as "progressive discipline." This includes the step-by-step process of informing an employee of expected changes in behavior and identifying the consequences of further offenses. In most cases, oral and written warnings, suspensions (with or without pay), reductions in pay or demotions are used, although discharges sometimes are unavoidable. Frequently, there are provisions for specific time periods; for instance, two written warnings for the same offense within a 12-month period will result in immediate discharge.

But the positive disciplinary program also provides other tools and resources for supervisors. Some plans call for "decision making" leave—paid time off for the employee to review the situation and to consider continued employment.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department. Ghyneth J. Rowdon of the department provided research assistance for this article.

Punitive discipline, on the other hand, is unproductive because it has only short-term results. It can also lead to more problems than the supervisor bargained for by creating hostile and angry employees, and it can reinforce the "we/they" dichotomy between management and staff.

Many positive-discipline programs call for supervisors to counsel employees as part of the disciplinary process. At the Houston Chronicle, for example, guidelines for working constructively with problem employees are outlined in a supervisory manual, and a new management training program on problem solving with employees has been developed.

At the Dallas Times Herald, supervisors are given five hours of training on corrective disciplinary techniques. The training includes role playing and practice sessions and is backed by written materials in the company's policy manual, according to Employee Relations Manager Mary Trossen.

An even more noteworthy component of the Times Herald disciplinary policy involves use of the company's employee assistance program, or EAP, known as "Response." It is one of several newspaper EAPs that provide services to employees encountering personal problems [presstime, Sept. 1980, p. 40].

When warranted, supervisors at the Times Herald may refer problem employees to the EAP and may make participation a mandatory part of the disciplinary process.

The commitment to positive discipline not only has helped the Dallas daily retain and redirect problem employees who otherwise might have been let go, it also has assisted in one case where dismissal was finally ordered.

The case happened like this: An employee of the paper was given a written reprimand for disruptive behavior and uncooperative attitude on the job. When the behavior persisted, the employee was suspended and referred to the company's EAP as part of the disciplinary process. The employee refused the terms of the suspension and was subsequently discharged. In response to the termination, the employee filed a charge with the Equal

Beverly Lundberg, personnel manager-employee services at the Houston Chronicle, uses the tools of positive discipline in a session with an employee.

Employment Opportunity Commission, claiming sex discrimination.

In the hearing, the newspaper described the disciplinary procedure it followed, including the referral to the EAP. Upon learning that the employee had rejected the opportunity to resolve the problems through the EAP, the EEOC official closed the case.

However, supervisors should never view disciplinary measures solely as a means to rid themselves of problem employees. Instead, the ultimate goal of all discipline should be to correct behavior and create effective workers. The Houston Chronicle's Carlquist reports that his paper's procedures have built-in "checks and balances" to ensure equity, consistency and—above all else—that every effort has been made to "help each employee become and remain a viable part of the organization."

At both the Chronicle and the Dallas Times Herald, the supervisor's decision to invoke serious sanctions must be discussed with the next level of supervision. There are always times that discharge is warranted. But Trossen points out that by the time an employee progresses through the Times Herald disciplinary process and is discharged, "the employee has really discharged himself."

A growing concern. Increasingly, business leaders are recognizing the need to develop positive-discipline programs, including discharge, discipline and grievance procedures for non-union employees. Almost all union contracts contain such provisions. And there is growing awareness among the approximately 75 percent of all private-sector employees who are non-union that they are not accorded the same protection from arbitrary firing as their unionized counterparts.

Relatively few newspapers have implemented such programs for their non-union employees.

According to a 1981 ANPA survey, 171 or 31.5 percent of the 543 newspapers responding reported having non-union disciplinary programs. However, follow-up research showed that only a few have developed such formal, written programs.*

In two separate reports, the American Arbitration Association has noted that analyses of nearly 2,000 cases identified discipline and discharge as the most prevalent issues arbitrated. Employers and employees alike recognize that historically a large number—estimated at more than 50 percent—of all discharge decisions taken to arbitration are subsequently overturned or reduced.

A review of 47 newspaper cases of discharge and/or suspension that went to arbitration during the last two years shows that 16 were decided entirely in favor of the employees. Six discharges were reduced to suspensions, two suspensions were reduced in number of days and two were reduced to warnings.

Of eight cases that went to the National Labor Relations Board, four were decided in favor of the employees.

With the gradual erosion of the employment-at-will doctrine [presstime, Feb. 1983, p. 39] and the increased legislative and judicial activity in the area of unlawful discharge, employers have become more and more reluctant to rely on discharge as the ultimate means to resolve discipline problems. Workers, on the other hand, have become less hesitant to utilize the judicial system or arbitral means to resolve problems.

In light of these trends, employers would be prudent to develop "preventive" programs—procedures that emphasize expectations management has of its employees and corrective measures that are positive and constructive. "Not doing so," says ANPA Manager/Personnel Relations Patricia P. Renfroe, "reinforces poor performance and problem employees. And there is a 'spillover' effect—other employees who are striving for good performance will begin to believe it is not necessary."

What constitutes positive discipline?

*Among other newspapers that have formal disciplinary programs for non-union employees are:

Kansas City (Mo.) Star and Times (combined circulation 524,888)
The Yuma (Ariz.) Daily Sun (25,000)
The Elkhart (Ind.) Truth (28,983)
The Knoxville (Tenn.) News-Sentinel (99,011)
The Miami Herald (443,223)
The Cincinnati Enquirer (190,429)
The Racine (Wis.) Journal Times (35,651)

'Shoe' **By Jeff MacNelly**

MR. SHOEMAKER, WE THINK IT WOULD BE A GOOD IDEA IF WE GOT TOGETHER INFORMALLY ONCE IN A WHILE...
YOU KNOW,... THE WHOLE STAFF—MEETING IN A NICE SETTING WHERE WE COULD EXCHANGE THOUGHTS WITH MANAGEMENT—AWAY FROM THE OFFICE?
RIGHT.
KIND OF A WHINE AND CHEESE PARTY.
8/24
MACNELLY

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Guidelines include the following:

• All disciplinary actions should be constructive. Supervisors must inform employees of the problem and expected changes, outline corrective steps, clearly identify the consequences of future offenses, and establish time limits.

• Discipline should be fair and consistent. Not only must the "punishment fit the crime," but it must also be meted out consistently. Once an employer establishes a discipline and discharge policy and informs workers of the procedures involved, the employer must adhere to it. Trossen notes that disciplinary measures can be accelerated or decelerated, depending on the severity of the offense.

• Discipline must be in progressive stages, giving the employee the opportunity to change behavior that is unacceptable. Carlquist notes that the Houston Chronicle's procedures give the supervisors time to think through the disciplinary action, evaluate the situation and get all the pertinent facts to avoid hasty decisions. Consulting with the next level of management is an important component of both the Houston and Dallas newspapers' programs. Trossen points out that using this part of the process helps supervisors distinguish personal feelings from facts, assures that the action is warranted and assists with proper documentation.

• All actions, including performance appraisals, must be accurate and well-documented. Written summaries, dated and signed, of all actions and discussions related to the disciplinary process should be carefully prepared and filed. This is critical if the program is to be useful in potential suits.

A number of disciplinary policies outline specific infractions of the rules (such as drinking, theft, not reporting to work) and the resulting disciplinary measures.

The positive approach to disciplining employees can eliminate a major portion of the many problems human resources managers confront daily. And, just as importantly, an intrinsically progressive policy toward discipline may help management avoid unlawful discharge litigation.

But, however humane and practical the approach, positive discipline must never be construed as a substitute for firm and decisive action—including discharge—when warranted. □

NLRB orders pressmen's union to pursue members' grievances

One of the longest-running discharge cases in recent newspaper-business history may be headed for arbitration.

The National Labor Relations Board has ordered Web Pressmen and Platemakers' Union No. 4 to pursue the grievance of two members over their 1978 discharge at the San Francisco Newspaper Agency.

It was the board's second decision in the case. Earlier, the board had absolved the union of charges of inadequately representing pressmen Michael Tenorio and Gil Fowler at the time of their discharge.

However, the two pressmen appealed to the 9th U.S. Circuit Court of Appeals. It overturned the board's decision and remanded the case for further proceedings [presstime, Aug. 1982, p. 31].

Following reconsideration of the case, the NLRB directed the union to request the agency—which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—to reinstate Tenorio and Fowler. Under the board's decision, if the agency refuses to allow reinstatement, the union must follow the grievance procedure in the labor agreement, permit the two men to have their own legal counsel in any arbitration proceeding and pay reasonable attorney fees.

In the event it is not possible for procedural reasons, such as timeliness, to pursue the grievance to arbitration, the union is to "make whole" Tenorio and Fowler for any financial losses they suffered as the result of the union's breach of "fair representation."

Union officials could not be reached for comment.

In a related case, a federal judge earlier this year vacated an arbitrator's ruling that the company violated the labor agreement by permanently barring Tenorio from reemployment [presstime, June 1983, p. 31].

(Printing and Graphic Communications Local 4, 267 NLRB No. 78) □

Teamsters step up their organizing effort

There is a "strong possibility" that the International Typographical Union will affiliate with the Teamsters, according to the Teamsters' new director of organizing.

Vicki A. Saporta

"The ITU couldn't find a union that would provide it with better service," said Vicki A. Saporta, recently appointed by Teamsters President Jackie Presser to head the re-established international organizing department. The department had been dismantled several years ago by former President Frank E. Fitzsimmons.

An ITU spokesman said in September, however, that no merger discussions between the two unions have been scheduled.

Presser told the recent ITU convention, where the delegates voted down a proposal for merger with The Newspaper Guild, that his union is going to become more active in the printing and publishing industry. Currently, there are 87 Teamsters labor agreements on file in the ANPA Labor and Personnel Relations Department [presstime, Sept. 1983, p. 32].

Saporta said that while local unions have the primary responsibility for organizing new members, the national office will offer assistance where requested. "We're going to be involved in a lot of organizing efforts." She also noted that a "printing trades division" was formed after Presser took office last April.

The 31-year-old Saporta has had 10 years' organizing experience with the Teamsters. She joined the union after graduating from Cornell University's Industrial and Labor Relations Program and studying at the London School of Economics. She has appeared frequently as a speaker at university and labor conferences and has conducted training programs for various divisions of the Teamsters. □

Arbitrator finds long-term employee properly dismissed

The discharge of an employee in the general services department of The New York Times for "neglect of duty" was sustained recently by Arbitrator Thomas M. Laura.

The grievant, represented by Local 3 of The Newspaper Guild, had worked for the Times for about 20 years before he was fired on Oct. 27, 1982, for failing to clean the reel room with an air hose.

Arbitrator Laura, a former president of the Mailers' Union in New York City, found that the company had "established and utilized" a system of progressive discipline. He noted that the grievant had received suspensions of various durations, both oral and written warning notices, and that a previous discharge had been rescinded on the condition that he accept counseling from an employee-assistance program.

"As a long-term employee, the grievant had reason to know that his performance was inadequate and that his employment was in jeopardy," the arbiter said. □

NLRB orders new election at California newspaper

A 1982 representation election at a California semiweekly has been set aside on the basis of an administrative law judge's decision.

In the NLRB-conducted election at the Rohnert Park-Cotati Clarion, a unit of all employees—excluding those in the circulation department working on the outside—voted 7-5 against representation by Bay Area Typographical Union No. 21.

The law judge, Joan Wieder, found the paper had violated the Taft-Hartley Act prior to the election by advising employees that if represented by a union, they would lose the right to present grievances directly to management, and that flexible working hours would be eliminated.

The newspaper did not appeal the decision to the board. The NLRB will schedule a new election "at an appropriate time."

(Scripps League Newspapers Inc. d/b/a Rohnert Park-Cotati Clarion and Bay Area Typographical Union No. 21, ITU, JD-[SF]-117-83) □

Pressmen and ink companies settle Cleveland litigation

An out-of-court settlement has been reached in litigation involving five manufacturers of newsprint ink and five pressmen who claimed their affliction with cancer was linked to their jobs.

The settlement came just prior to the scheduled start of a trial in the suit brought by of one of the five pressmen, Donald B. Hanna. It had been scheduled to begin Sept. 6 in the Court of Common Pleas of Cuyahoga County (Cleveland), Ohio.

The amount of the settlement was not disclosed, but Thomas A. Dugan, an attorney for one of the defendant ink companies, Huber Corp., said the cases were settled for "a minimal figure." Attorneys for the plaintiffs did not return telephone calls.

Because the cases were settled out of court, no precedent was set for similar cases pending in California [presstime, Aug. 1983, p. 27].

"It's hard to give informed speculation about what the settlement means," said another attorney. "A finding by the court would have been significant."

Hanna, who worked at the now-defunct Cleveland Press, earlier had filed a suit in U.S. District Court, but it dismissed his suit and others for lack of jurisdiction.

The producers of black ink named in the suit, in addition to Huber Corp., were Flint Ink Corp., Morrison Printing Ink Co., Sun Chemical Corp. and U.S. Printing Ink Corp. No newspapers were named.

Besides Hanna, the plaintiffs were George R. Dancik, Santo D. Marando, Wesley A. McConnell and the estate of Kenton P. Nance. □

Additional arbitration awards

Baltimore News American, GCIU: Seymour Strongin ruled that the newspaper did not violate the labor agreement when it subcontracted janitorial work that had been performed by bargaining unit employees.

Chicago Newspaper Publishers Association, ITU: Alan Walt, for the second time, dismissed the union's charge that the Chicago Tribune had violated the labor agreement's jurisdictional provisions in a dispute over proofreading by non-bargaining unit employees [presstime, Jan. 1983, p. 36].

Detroit Free Press, Guild: Gabriel N. Alexander upheld the union's position that part-time employees should be paid overtime for any hours worked in excess of their scheduled hours.

Harrisburg (Pa.) Patriot and Evening News, Guild: Joseph M. Stone found that because the parties had not reached an impasse in bargaining, the company violated the labor agreement when it posted new work rules.

San Mateo (Calif.) Times, Guild: Robert E. Burns ruled that the company had given proper credit for past experience when it set the salary of a new reporter.

Washington Post, ITU: Millard Cass upheld the union's position that the labor agreement prohibits disciplinary suspensions.

Winnipeg (Manitoba) Free Press, ITU: Jack Chapman rescinded a two-day disciplinary suspension given a reporter for criticizing his employer during a television interview.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Recent contract settlements

Baltimore News American, Independent: One-year extension of agreement covering editorial and commercial employees; retroactive to Jan. 30, 1983.

Boston Herald, AFL-CIO, GCIU, Guild, ITU, Teamsters: Three-year agreements covering advertising, business office, circulation, delivery, editorial and production employees; retroactive to Dec. 3, 1982.

Toronto Globe and Mail, Guild: Initial two-year agreement covering circulation department district sales representatives; retroactive to June 21, 1983.

(Details in October 1983 ANPA Labor & Personnel Relations Letter.)

USA Today color: methodical, not magical

By Paul Kruglinski
presstime technical writer

The quality of USA Today's color reproduction has had a dramatic effect on the newspaper business—spurring many other newspapers to introduce process color on page one, in the sports section and elsewhere.

How does USA Today do it?

According to personnel at the self-styled "Nation's Newspaper," they are using a blend of strong backing from Gannett Co. Inc. management, standard commercial printing practices and a few tailored production twists to achieve the high-quality printing that advertisers have demanded.

Gannett's commitment to quality color translates into some fundamental production techniques at USA Today's headquarters in Rosslyn, Va., and at its 21 printing sites around the country.

Editorial color photographs are first separated into four color negatives on Crosfield scanners. The separations are then stripped into the pages along with color graphs.

Many production people assume that USA Today's colorful graphs are created using prescreened materials known as benday overlays. They are not. John N. Walston, deputy managing editor/graphics and photography, says all the artwork arrives in the camera room with solid overlays that are screened on the camera per artists' instructions.

Color ads, which are all full-page, can travel through a variety of steps, depending on the form in which they are received from ad agencies or advertisers.

Prescreened positives, many of which are duplicates of ads supplied to magazines, usually go directly to the camera for enlargement to fit the newspaper's broadsheet format. Nonprescreened ads are separated on USA Today's scanners prior to stripping.

In most cases, the ads are received as 133-line per inch prescreened positives (providing four separations). Because the ads in magazines are often printed on coated stock with inks that are heat-set, the dot gain—the growth in the size of the printed dot—is between 10 to 12 percent.

But Jonathan Markey, production director at USA Today, points out that the dot gain on newsprint ranges from 20 to 30 percent. Consequently, USA Today camera room personnel have to doctor the ads by reducing the dots proportionately.

In the enlargement process, USA Today staffers strive to get the prescreened positives to 85 lines per inch, but sometimes—because of smaller sizes of particular advertisements—no more than 77 lines are possible.

This meticulous process enables USA Today to rival magazines in true color and clarity in reproducing ads, according to some printing experts who have compared the same ads appearing in both media.

Because the newspaper receives the ads days prior to the publication date, USA Today has the luxury of making plates and running color proofs on its Goss Community offset press in Rosslyn. This allows the newspaper to authenticate color separations and to provide the pressmen at remote printing sites with newsprint proofs for comparison.

Prior to distribution to the various printing plants, a velox is made of each separation. At the receiving end, the veloxes are converted into negatives of cyan, magenta, yellow and black.

Most advertising materials and pages are transmitted by satellite. But because their size can't be accommodated by laser scanners at Rosslyn, double-truck ads are sent by mail, as are press proofs.

Teaming up. Production chief Markey says the newspaper is produced with a production staff of about 30 people in Rosslyn. Once the pages leave there, the production managers at the 21 printing sites become responsible for quality control.

Markey points out that in the early going, USA Today planners assigned the highest priority to color reproduction of the blue nameplate. Now editorial color is the first consideration, followed by advertising and the nameplate.

"Management is no longer concerned about printing the nameplate from site to site," he says. "Essentially, they said, 'If you print the other two right, you'll get the nameplate right.'"

The nameplate and the red color bar across the bottom of the front page figure significantly in controlling color reproduction. The nameplate is 100-percent cyan with a 10-percent black tint, while the red "color control bar" is 100-percent yellow laid down on top of 100-percent magenta.

Because a newspaper cannot use the standard color bars that a commercial printer might use to control color densities, the nameplate and the red bar across the bottom of the page serve the same function.

Facsimile technician Lyn Fello feeds a velox of a USA Today page into a Rapicom scanner for satellite transmission from Rosslyn, Va., to printing plants around the country.

Markey says USA Today strives for a 1.04 black reading on the Cosar 61 densitometers used at all 21 printing sites, and .90 for each of the three primary colors. Given the variations in densitometers and presses (USA Today is printed on various kinds of offset presses), the production staff can adjust to within plus or minus .04 of the standard for black and within .05 of the standard for the primary colors.

The paper uses standard AdLitho® tones for its inks, but Markey points out that at two printing sites the pigment has to be strengthened to achieve reproduction consistent with that of the other 19.

However, he emphasizes that the nameplate and color bar "keys" are only a guide, and often a pressman will have to make a subjective judgment regarding the laydown and blend of the colors.

The primary colors are laid down in accordance with ANPA recommendations, in the sequence of cyan, magenta and yellow. This is the reverse of the sequence that holds sway in the commercial printing industry: yellow, magenta and cyan. In both instances, black is laid down after the primary colors.

Besides giving better shadow tones and allowing better registration, the USA Today sequence "permits you to run a truer red with less ink. Yellow traps better to magenta than magenta to yellow," Markey points out.

Despite its overall success in maintaining high quality color reproduction, USA Today has had some problems with colors being out of register.

Normal registration problems are compounded by USA Today's use of a fourth color—black—in all process color and by replating pages as breaking news is received.

"There's no perfect register," Markey says. "Given the number of (color) stations we run, there's going to be a certain amount of misregister."

USA Today, as a matter of graphics style, boxes color art, and this framing helps to minimize registration problems at the border of the artwork.

Advertisers' reaction. Thus far, Markey reports, advertisers say they are

Letterpress papers also can produce high-quality color

To achieve high quality color reproduction, a newspaper doesn't have to be printed on offset presses. An example of a letterpress operation that runs good-looking color is The Press Democrat of Santa Rosa, Calif.

The 67,661-circulation evening daily won first prize in the 1983 Eastman Kodak "Run for the Money" color reproduction contest in the North American Letterpress category. The paper also took first prize in the NAPP Systems (USA) Inc. "Best in the World" printing contest for newspapers with under-100,000 circulation.

Moreover, The Press Democrat has attracted several new advertisers who use process color, according to President and Publisher Evert Person.

The newspaper's program to improve its color printing began about two years ago under the direction of Wally George, vice president/production. "We wanted to do the whole thing in-house," he says, but the newspaper determined it would be better for it to have color separations made by an outside firm.

Summerfield Graphics, a supplier of color separations to the commercial lithographic industry, was selected. Owner Art Summerfield says, "At first we turned them down. We had never done work for letterpress newspaper reproduction. . . . Our scanner and production systems were geared to high-quality litho work . . . 133-line screen, fine highlight detail and the like. . . . But Wally George was persistent, and we agreed to give it a try."

Person (left) and George compare Press Democrat process color with the original art.

The separations were made on Summerfield's Linotype-Paul scanner, following some modifications to its computer program. After several press proofing trials, it was decided that a "gray balance" printed result of 90 percent cyan, 65 percent magenta, 70 percent yellow and a skeleton black with a 70 percent value in the shadow end (darker portion of the image) would print well using existing inks and newsprint. The "gray balance" is used to ascertain proper density of color.

Using a 60-line screen, a 2 percent highlight dot was reproduced on the negative and held on the NAPPlate. The coarser line screen allowed for stronger support under the printing dot.

In the meantime, improvements were made to the 19-year-old, five-unit Hoe press. Blankets were inspected and replaced as needed. "All the items that may have been bypassed in the hustle to get the paper out each day were inspected and attended to," reports Pressroom Foreman Ross Aho.

The entire project took some six months before the quality was up to the standard set by Publisher Person.

The Santa Rosa business community has taken notice of the higher quality reproduction. One local shopping mall was so impressed that it contracted for a 12-page monthly advertising supplement to be printed by The Press Democrat.

happy with USA Today's color work.

But before the newspaper was launched, there was considerable skepticism among them that high-quality color could be achieved consistently from plant to plant and from day to day.

By offering financial incentives and by demonstrating that it can deliver good, sharp color, USA Today has attracted advertising from sources that traditionally use magazines.

"One of the things people lose sight of is that magazines also have variations in their printing," Markey says. "They have the same problems as newspapers—no standardization, people using different inks, printing at different sites."

Standardization rather than quality has been the ongoing endeavor at USA Today since its inception, he says. "We didn't want different sites to outdo each other. Consistency was the goal. We wanted to find out what the mean could be."

Markey believes the color and quality of USA Today is a natural response to a changing technological world—particularly in terms of competing against magazines and television.

"Newspapers can no longer tell people what they need," he says. "If newspapers are going to recapture the editorial and advertising market, they are going to have to concentrate on color and quality. The world is not black and white any more."

Not coincidentally, Gannett Chairman and President Allen H. Neuharth announced at a press conference in mid-September that by expanding press capacity at its multitude of printing sites, the year-old newspaper by next July 1 will increase the number of potential full-color pages from eight to 16 per edition. □

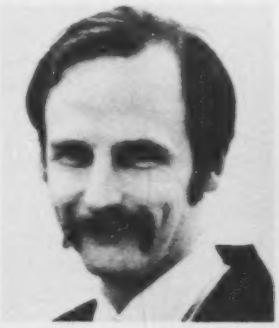
Three named to ANPA's technical staff

ANPA has named three new employees to the Association's technical staff in the areas of ink research, photography and writing.

Hunter Wilson Cunningham, an analytical chemist, primarily will conduct ink analyses. He received a bachelor's degree in botany, with an emphasis in chemistry, from North Carolina State University and a master's degree in aquatic ecology from Michigan State University. Cunningham previously was a hazardous waste chemist for the Wisconsin state government and senior analytical chemist at Borriston Laboratories, a private consulting laboratory in Temple Hills, Md.

John C. Harrington is the color specialist and photographer in the new ANPA research facility's cameraroom. A former high school teacher of printing and photography, Harrington received bachelor's degrees from Michigan State University in communications arts and industrial education. He is writing a thesis for a master's degree in printing technology from Rochester Institute of Technology.

Alan Tepper, former newspaper technology and photography editor for Printing Impressions magazine, was named technical writer. Tepper is a graduate of Long Island University with a bachelor's degree in psychology. Prior to joining Printing Impressions, he was a writer and photographer for the Times Leader in Wilkes-Barre, Pa., former public relations writer and photographer at Colgate University, director of photographic services at Hofstra University, and chief of photography for Times of Israel magazine. He was also a free-lance photographer in New York City.) □



H. W. Cunningham

John C. Harrington

Alan Tepper

Pneumatic ink pump cuts press down time

The Newark (N.J.) Star-Ledger developed a backup system to deliver ink to the press in the event of a failure of its injector inking system during a press run.

The pneumatically operated system is hooked up to the inking unit and activated whenever the injector inking system's "page pack" stops operating. The page pack is a hydraulic mechanism that delivers measured amounts of ink to the ink rail.

The Washington Post subsequently adopted a similar system. And according to James Cooper, the Post's assistant vice president/operations, it takes only nine minutes to hook up the pneumatic replacement pump, which is fed from a 55-gallon ink drum, compared to 45 minutes to replace a page pack. □

Technology calendar

IFRA, the research association for the International Federation of Newspaper Publishers and the International Newspaper Color Association, will hold the **IFRA Congress & Expo '83** Oct. 10-13 in Amsterdam, the Netherlands.

The theme of this year's congress is "Newspapers Shaping Their Future."

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The **International Newspaper Conversions Group Annual Conference** will be Oct. 19-21 at the Jacksonville Hilton, Jacksonville, Fla.

The program will include discussions and presentations on DiLitho®, replacement press units, offset conversions, flexography and quality control, among other production-related subjects.

Registration is $30 per person, and special conference hotel rates are available.

For more information, contact Ted Diel at (913) 295-1162.

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The **Itek CPS Users Group** will hold its semiannual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

The meeting is essentially a sounding board for Itek Corp. officials and for personnel from newspapers using Itek copy processing systems. Emphasis is on problem solving.

Registration is $60 per person. For more information, contact Bill Miller at (501) 534-3400. □

Members praise new facility

ANPA technical committees delve into variety of issues

Members of ANPA's five technical committees met Sept. 13-15 in the newly completed research facility at The Newspaper Center in Reston, Va. Consensus among the visiting newspaper executives was that the new quarters for the Association's technical staff are excellent and that the meetings were as productive as any previously held.

"The facility lends itself to productivity," said John B. Lake, chairman of the umbrella committee for ANPA's technical activities, the Research and Production Committee.

"I couldn't be more pleased with the results" of the committee and task force meetings, said Lake, publisher of the Times Publishing Co. of St. Petersburg, Fla.

Although no new ground was broken in terms of future project recommendations, members of the committees examined many ongoing newspaper concerns, including:

• *VDTs.* The Environmental Committee addressed the ergonomic concerns surrounding the use of video display terminals. The focus was on ways ANPA might assist state press associations in dealing with proposed state regulations.

• *Quality control.* The Research and Development Committee discussed establishing a rating system for reproduction quality in both offset and letterpress operations. The Committee also looked into the possibility of developing means for checking the quality of materials as they are received at the newspaper plant.

• *Technical library.* Although software developments in newspaper library systems have been put on the back burner by the Association, R&D Committee members and others felt that future technological developments for the proposed ANPA technical library in Reston could benefit developments in computer "morgue" systems for newspapers.

• *Personal computers.* Given the state of the art of personal computers and the abundance of software packages for them, members of the Research and Production and the R&D committees felt technological strides can be made in the application of PCs to newspapers—particularly at small- and medium-size ones—in the areas of finance, sales and circulation.

Walter E. Mattson, president and chief operating officer of The New York Times Co. suggested that before the 1984 ANPA Operations Management Conference & Exposition June 9-13 in Atlanta, personal computer manufacturers "take a hard look at how these computers can be used" at newspapers. Mattson said the firms could be given their own section on the exhibit floor to demonstrate their product lines.

There was also a suggestion that there be an extended personal computer workshop at the Atlanta meeting to give newspaper executives "hands-on" experience.

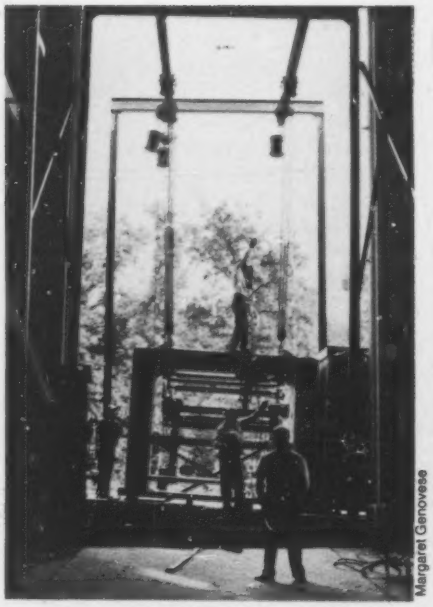
Peter P. Romano, ANPA director/technical services, reported that suppliers have reserved more than 220,000 square feet of exhibit space in the Georgia World Congress Center. "It looks good for next year," said Romano, who heads the staff for the annual event.

Some members praised the format of the program guide booklet introduced at last June's show in Las Vegas. In addition to information about the sessions, it featured a directory listing exhibitors alphabetically and by product line. There were suggestions by committee members that the guide be expanded next year.

Romano reported that more than 50 percent of the attendees at last June's show were publishers, vice presidents, and production and operations executives."Obviously, the conference is drawing a higher echelon attendee," he said.

Under a new arrangement implemented in Las Vegas, more than 1,000 people attended approximately 50 private demonstrations put on by exhibitors prior to regular Conference hours, Romano reported.

Because of the interest in flexographic printing that was evident in Las Vegas, the technical committees said ANPA will be working more closely with the Flexography Technical Association in future testing of ANPAPRESS™ technology.



Margaret Genovese

Hall Systems Inc. erectors manipulate a M.E.G. roll stand into the press bay at The Newspaper Center in mid-September. A new M.A.N.-Roland offset press will follow.

In addition, the Association will be developing closer working relationships with various users' groups in an effort to solve technical problems with particular kinds of equipment.

Gene McDavid, vice president/operations at the Houston Chronicle and chairman of the Technical Services and Training Committee, reported on the installations of the Hell color scanner and M.A.N.-Roland 4/2 offset press at The Newspaper Center.

The "hands-on" training programs and seminars, which were interrupted by the move of the technical staff and equipment from the ANPA Research Institute in Easton, Pa., to Reston, will resume next January, it was reported, (See schedule on p. 31.)

The Technical Services and Training Committee also said it has finalized the collection of information on the proper preparation of advertising materials for black-and-white and ROP color newspaper reproduction. The information was gathered from the American Association of Advertising Agencies, the Newspaper Advertising Bureau and ANPA. The new report will replace existing ones known as reports 10 and 11. □

Automated roll loading

New 'thinking' machines roll into reel rooms

By Paul Kruglinski
presstime technical writer

The common notion is that the mailroom is the most likely candidate for major advances in newspaper automation. In reality, though, the reel room is currently where the automation action is.

This year, The Baltimore Sun, the Chicago Tribune and The Record of Hackensack, N.J., began using state-of-the-art equipment in their reel rooms that can order newsprint rolls, deliver them to designated press units and load them onto the reels. Such systems are known in the industry as ARLs, for automatic roll loading.

Although many other large newspapers have automated systems in their reel rooms, the ARLs recently installed at the Sun, Tribune and Record add still another level of automation.

Some newspaper people expect that these more advanced roll-loading systems may reduce manpower requirements from one person per reel stand to one person per every three stands.

Indeed, the prospect of reduced labor requirements as well as improved production weighed heavily in the Sun's decision to purchase its new, $2.5-million Goss system.

"It reduces tremendously the labor intensity in the reel room," says Louis J. Franconeri, vice president/operations. "And you automate the expediting of material handling in the newspaper's production process."

Franconeri says another benefit is reduced waste because fewer rolls are damaged in moving the rolls to the reel stands.

Officials with Taft Equipment Sales Co., the distributor and installer of the TKS (Tokyo Kikai Seisakusho) system at The Record, say the automatic roll loading systems are also safer. "The major amount of injuries at newspapers are to personnel loading rolls," says Taft President James R. Price.

How they work. There are a variety of sophisticated roll-handling systems in use. In all of them, a loop circulates rolls around the reel stands. Spurs run off the loop into the "pits" between the stands, allowing rolls to be positioned onto the reels' spindles.

The ARL's significance is that it eliminates human involvement with loading rolls onto the reel stands. After a roll is placed into the roll storage area of the "laydown deck," where the rolls are automatically loaded onto carts, human hands do not touch it again until after it is loaded onto a reel's spindle.

Both the system designed by the Graphic Systems Division of Rockwell International Corp. (Goss) and that of TKS work on a basis of interaction between a microprocessor and light sensors.

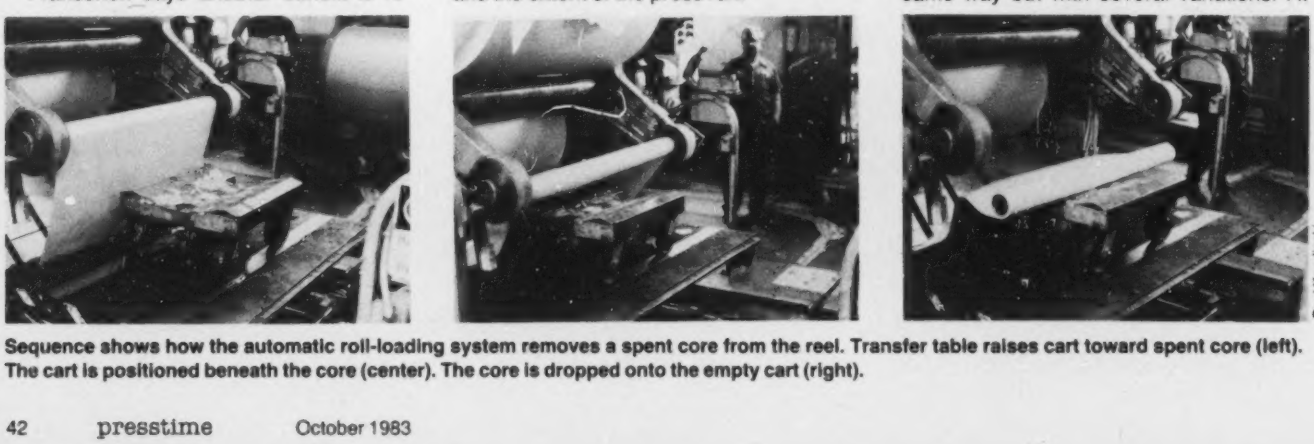
One sensor monitors the roll as it is being used up, according to Randy Juras, Goss' senior designer in double-width press development. "The computer determines when there are eight minutes of paper left and orders what it needs" for that reel stand either from storage or from the loop, depending on the loop's inventory and the extent of the press run.

New roll is positioned for placement on the spindle, while spent core (background) begins to make its way to waste storage.

As the roll makes its way into the loop, the computer orders an empty cart into the pit area, raises the cart to accept the spent core, returns the cart and core to the pit, and ultimately moves them back into the loop.

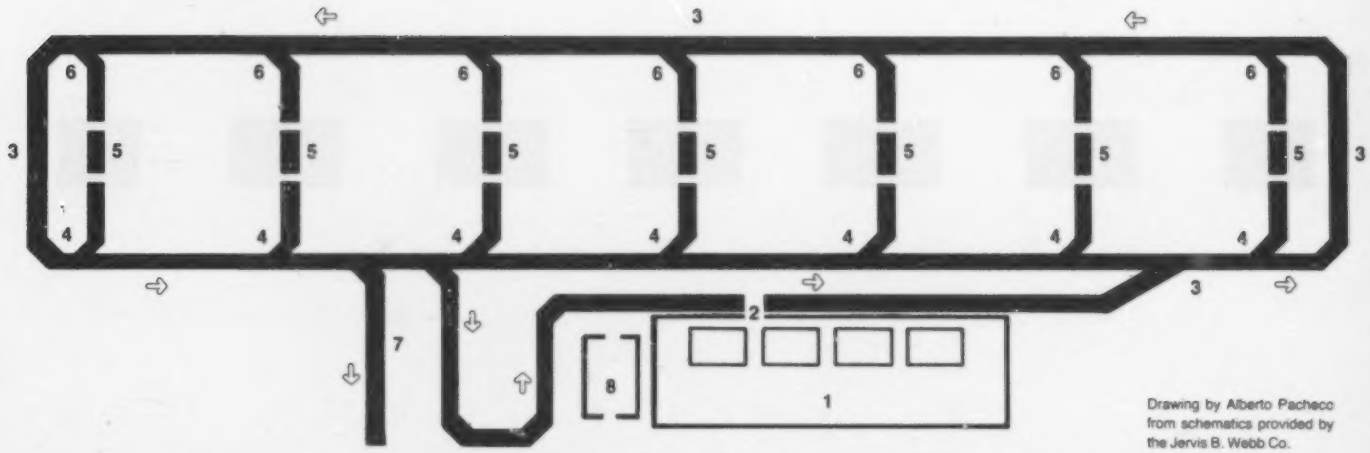
As the core is conveyed to a newsprint waste-storage area, the ordered roll moves from the loop into the pit. The computer then raises the roll into a position where an infrared sensor measures the hole in the core, both vertically and horizontally, and determines the core's axis. It then positions the roll so that it can automatically be "chucked," or loaded onto the spindle. The empty cart returns to the pit, then waits in the exit spur for the next spent core.

The TKS system works essentially the same way but with several variations. At



Paul Kruglinski

Sequence shows how the automatic roll-loading system removes a spent core from the reel. Transfer table raises cart toward spent core (left). The cart is positioned beneath the core (center). The core is dropped onto the empty cart (right).



Drawing by Alberto Pacheco from schematics provided by the Jervis B. Webb Co.

A fully automated reel room puts a newsprint roll on this journey from storage to the press: (1) storage; (2) "laydown deck" where a roll is placed on a cart; (3) conveyor loop for the cart; (4) entry spurs from the loop to the reel stands; (5) transfer tables where a roll is positioned for the press run and where a spent core is removed; (6) exit spurs back to the loop; (7) waste storage spur; and (8) computer panel that monitors the system.

The Record, a sensor monitors the web splicing operation and instructs the computer to order another roll; it comes from a separate inventory loop, not from the laydown deck. After the roll is positioned on the spindle, an automated arm deposits the spent core on the cart that brought in the new roll.

The Tribune, which has the Goss system, also uses an automated arm (not part of its ARL) to remove the spent cores from the carts and to deposit them onto a conveyor to the waste area.

At all three plants, there are mechanisms that make sure the roll is delivered to the reel stand in such a way that the roll will unwind correctly on the reel.

The systems are so highly automated that after placing the rolls in the laydown deck, the only other human function involved is applying the paste pattern on the roll after it is positioned on the spindle. Other than that, reel room personnel are there to make sure the systems function correctly.

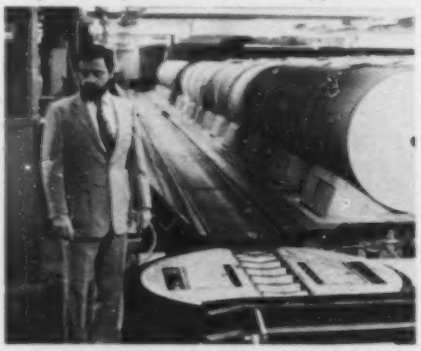
Preventive maintenance. However, because of the complexity of the machinery, it takes a skilled staff to keep the state-of-the-art reel room operating at peak efficiency. The problems of maintaining the reel stands and the roll handling system are now compounded by maintenance requirements of the roll loaders.

Roy W. Anderson, ANPA vice president/human resources, who has viewed the Sun's system, feels the modern reel room requires a whole new breed of employee.

"They have to be more intense in their interest in their jobs," he says. "And they have to be 'systems analysts' in a sense, because that's what they're dealing with."

William D. Swygert, production systems manager at the Chicago Tribune, says limited experience with the newspaper's new system indicates that the reel room personnel have to be "more flexible in their thinking," and that a problem's solution often requires the combined efforts of different specialists, such as electricians, machinists and computer technicians.

"The many mechanical aspects of the system have to operate together," he says. "One of the secrets (in keeping the system working) is not only having a preventive maintenance program but being able to diagnose a problem when it happens and having the ability to fix it very quickly."



Standing next to automated turntable, Franconeri checks newsprint inventories in the "laydown deck" area at The Baltimore Sun.

In Hackensack, The Record has begun "a rigorous preventive maintenance program in the reel room," says Richard E. Lewis, vice president/operations. The program is under the guidance of the newspaper's systems engineering department.

Franconeri reports that he has had to create the position of reel room foreman, and the system has put greater responsibility on maintenance personnel at The Sun.

The newspaper people feel that with the proper preventive maintenance program, the ARLs will not go down.

"The system is still in it's infancy," Franconeri says, "but it appears to be reliable."

However, the newspapers report that they all have plans for manual backup roll delivery, just in case.

Reel room devices with even more artificial intelligence are on the horizon: Automatically guided vehicles—self-propelled carts using micropressors and controlled by central computers—may be delivering rolls to reels in the next decade. □

Spec data book ready

ANPA has compiled statistics for the Association's *Specification Data 1982* book. The annual report categorizes specifications of equipment and production processes used by member newspapers.

Photocopies of *Specification Data 1982* are available for $25 each from the ANPA Technical Services Department at The Newspaper Center, Reston, Va. □

UPIU strikes Boise mill in Louisiana

United Paperworkers International Union workers at Boise Southern Co.'s DeRidder, La., mill went out on strike Sept. 4 after rejecting the company's last contract offer.

The company is operating the mill with non-union personnel. No further meetings between the two sides were scheduled at press time. The old contract expired July 14.

In two other situations involving the UPIU:

- Talks at Kimberly-Clark Corp.'s Coosa Pines, Ala., mill, where the contract expired Sept. 14, were recessed. No further meetings were scheduled at press time.
- Negotiations have not started at Augusta Newsprint Co. in Augusta, Ga., where the UPIU contract expired July 27.

UPIU contracts are due to expire late this month at FSC Paper Corp.'s Alsip, Ill., mill and at Catawba Newsprint Co.'s Catawba, S.C., mill.

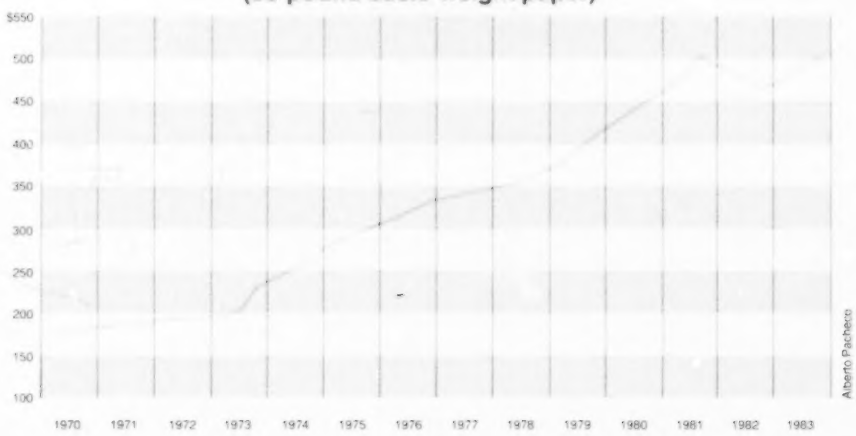
The Canadian Paperworkers Union and the Pulp and Paper Workers of Canada have received strike authorizations from their memberships should the members reject the offer of four British Columbia mills.

The offer calls for no wage increase in the first year, 3 percent in the second and 3.5 percent in the third.

Results of the votes were due Sept. 23, and a strike could legally happen 10 days after that [presstime, Sept. 1983, p. 40]. □

Eastern U.S. Newsprint Prices Per Metric Ton (1970-83)

(30-pound basis-weight paper)



Most newsprint producers east of the Rocky Mountains began charging $500 a metric ton ($453.60 a short ton) on Sept. 1, although several producers had raised prices in July or August. West Coast suppliers generally are charging $445 a metric ton ($404 a short ton). Some of them are offering discounts and freight allowances [presstime, **Aug. 1983, p. 34**].

Newsprint notes

James Maclaren Industries Inc. will spend $191 million to **modernize its Masson, Quebec, newsprint mill.** The Canadian national government and the Quebec government will allocate $37 million for the project, which includes a new machine to replace two older machines and a 10,000-metric-tons-a-year increase in newsprint capacity. Start-up of the new machine is scheduled for 1985.

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MacMillan Bloedel Ltd. plans to **refurbish a paper machine** at its Port Alberni, British Columbia, mill to produce lightweight newsprint and uncoated, groundwood paper grades. The machine currently is producing standard newsprint. The project will cost about $9 million and is scheduled to be completed next year.

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"Newsprint waste report—1982," an annual ANPA special report on newsprint waste control, was mailed to member newspapers in September.

The report is a compilation of statistics as reported quarterly by member newspapers participating in the waste-control program. The report groups newspapers by annual usage and lists such categories as wrapper waste, handling and transit waste, white press waste, core waste, printed waste, and production waste.

Extra copies of the report may be obtained from the ANPA Technical Services Department at The Newspaper Center, Reston, Va. □

First six months' financial report of paper companies

Net Income (In thousands of dollars)

	1983	1982	% Change
Abitibi-Price Inc.	$10,779	$51,085(a)(b)	-78.9
Boise Cascade Corp.	28,100	(2,900)	--
British Columbia Forest Products Ltd.	(21,400)(c)	(16,300)	--
Consolidated-Bathurst Inc.	18,125	35,147	--
Crown Zellerbach Corp.	40,400	26,800(b)	+50.7
Crown Zellerbach Canada Ltd.	(15,800)	(9,600)	--
Domtar Inc.	9,100(b)	5,600(c)	+62.5
Donohue Inc.	1,000	11,200	--
Great Lakes Forest Products Ltd.	(7,800)	22,000	--
Great Northern Nekoosa Corp.	36,900(b)	41,200(b)	-10.4
International Paper Co.	119,300(b)	101,200(b)	+17.9
Kimberly-Clark Corp.	99,500	116,600	-14.7
MacMillan Bloedel Ltd.	14,100(b)	(21,500)	--
St. Regis Paper Co.	21,189	44,093	-51.9
Southwest Forest Industries	(6,668)	(10,156)	--
Weyerhaeuser Co.	81,800	83,100	-1.8

(a) restated
(b) including extraordinary gain
(c) including extraordinary loss
( ) = loss

August sees another consumption climb

For the eighth straight month, newsprint consumption by U.S. daily newspapers increased in August over 1982 levels. Consumption was 2.4 percent higher than that of August 1982, even though there was a fifth Sunday—the biggest newsprint day for larger newspapers—in August 1982.

Meanwhile, consumption by all U.S. newsprint users increased during the month by 3 percent—the fifth consecutive monthly gain in this overall category.

For the first eight months of this year, consumption by U.S. daily newspapers increased by 2.9 percent, and that of all U.S. users was up 3.2 percent.

At the end of August, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 47 days, compared with 55 days at the end of August 1982. North American mill stocks at the end of August were down about 9 percent.

The August operating rate for Canadian mills was 86 percent. At U.S. mills, it was 89.2 percent. For eight months, the rate was 83 percent in Canada and 87 percent in the United States.

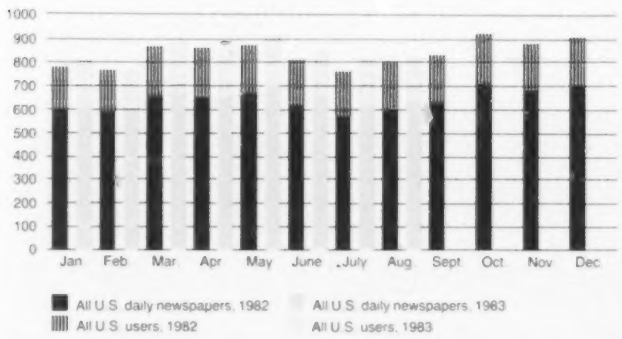
Estimated consumption of all U.S. daily newspapers[1]

Region	July 1983(r)	July 1982	% Change(r)
Northeast	146,704	138,177	+6.2
North Central	133,137	127,327	+4.6
South	197,453	183,232	+7.8
West	137,435	136,911	+0.4
Circulation size			
up to 25,000	48,567	52,753	-7.9
25,001-100,000	112,979	112,399	+0.5
Over 100,000	453,183	420,495	+7.8
July totals	614,729	585,647	+5.0
Seven-month totals	4,510,012	4,381,160	+2.9
Region	**August 1983(p)**	**August 1982**	**% Change(p)**
Northeast	151,048	148,624	+1.6
North Central	139,633	139,419	+0.2
South	200,395	190,448	+5.2
West	139,528	137,228	+1.7
Circulation size			
up to 25,000	49,817	58,440	-14.8
25,001-100,000	116,516	116,465	+0.04
Over 100,000	464,271	440,814	+5.3
August totals	630,604	615,719	+2.4
Eight-month totals	5,140,616	4,996,879	+2.9

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1983	808,475	42(r)	7
June 1982	1,002,626	56	7
July 1983	825,638(r)	42(r)	6
July 1982	992,364	54	7
August 1983	845,937(p)	41(p)	6(p)
August 1982	952,087	49	6
Canadian mills			
August 1983	387,847	–	–
August 1982	448,372	–	–
U.S. mills			
August 1983	117,878	–	–
August 1982	110,153	–	–

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
June totals	859,000(r)	803,000	+7.0(r)
July totals	818,000(r)	769,000	+6.4(r)
August totals	830,000(p)	806,000	+3.0(p)
Eight-month totals	6,761,000(p)	6,550,000	+3.2(p)

Production

	Canada	U.S.A.	North America
August 1983	725,731	415,112	1,140,843
August 1982	642,001	372,331	1,014,332
Increase	+83,730	+42,781	+126,511
	+13.0%	+11.5%	+12.5%
Eight months 1983	5,589,057	3,114,587	8,703,644
Eight months 1982	5,605,807	3,112,217	8,718,024
Increase or decrease	-16,750	+2,370	-14,380
	-0.3%	+0.1%	-0.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1983	492,019	82,416	121,894	696,329
August 1982	421,255	69,767	106,683	597,705
Eight months 1983	3,870,102	624,312	956,591	5,451,005
Eight months 1982	3,698,535	638,381	1,016,399	5,353,315
Increase or decrease	+171,567	-14,069	-59,808	+97,690
	+4.6%	-2.2%	-5.9%	+1.8%
From U.S. mills				
August 1983	396,350	—	17,027	413,377
August 1982	342,070	—	20,931	363,001
Eight months 1983	2,905,753	—	177,365	3,083,118
Eight months 1982	2,840,831	—	198,876	3,039,707
Increase or decrease	+64,922	—	-21,511	+43,411
	+2.3%	—	-10.8%	+1.4%
From North American mills				
August 1983	888,369	82,416	138,921	1,109,706
August 1982	763,325	69,767	127,614	960,706
Eight months 1983	6,775,855	624,312	1,133,956	8,534,123
Eight months 1982	6,539,366	638,381	1,215,275	8,393,022
Increase or decrease	+236,489	-14,069	-81,319	+141,101
	+3.6%	-2.2%	-6.7%	+1.7%

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Airwaves, billboards and TV tout newspapers

By Elise Burroughs
presstime staff writer

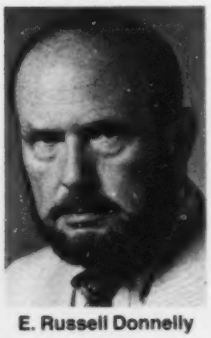
These days, newspapers view radio, television, direct mail and billboards as more than just competitors. They are also media to be used to carry the message of the newspaper medium.

Although some publishers still resist the idea of giving their rivals business, the use of other media for newspapers' circulation promotions appears to be increasing.

"Using other media is the only way to reach out beyond our own readers," says William J. White, promotion director of The Philadelphia Inquirer.

In general, radio is emerging as the non-newspaper medium newspapers rely on most often. Executives say they appreciate radio's relatively low cost, speed, creative possibilities—especially for humorous messages—and ability to target specific demographic groups.

For example, the Worcester (Mass.) Telegram (morning, circulation 55,866) and The Evening Gazette (86,179) prefer radio to television for their promotions because of TV's high cost and because the signals of Worcester-area TV stations go far beyond the newspapers' circulation zones.



E. Russell Donnelly

A 30-second spot on a New England television station can be expected to cost $20,000 to produce, $300-$3,000 each time it is shown, and be seen by thousands of viewers in four states, the majority of whom have no interest in subscribing to the Worcester dailies, says Promotion Manager E. Russell Donnelly.

In contrast, a 60-second radio commercial can be produced for under $1,000, aired on a local station for $15-$80 per spot and targeted directly at the people the newspaper wants to reach.

Despite radio's popularity among newspapers, promotion executives say that in most cases an effective campaign requires using a media mix. That's because most promotions have several goals.

These may include reassuring regular readers that they are getting their money's worth, encouraging occasional readers to make the newspaper a daily habit, introducing the newspaper to new residents and, in highly competitive situations, giving the newspaper an image that distinguishes it from other available dailies.

Newspapers differ on using advertising agencies in their promotion campaigns. While some prefer to do virtually everything, including producing radio spots, in-house, others say a fresh, outside perspective is very useful. Some newspapers create their own campaigns but use agencies to make the proper media buys.

Research needs. But whether campaigns are done in-house or with the help of an ad agency, measuring their effects can be a frustrating experience.

A survey conducted early this year by the Southern Newspaper Publishers Association found that of 56 dailies responding, 43 used other media for promotions. However, only 17 felt their non-newspaper promotions were valuable; an equal number said the campaigns were poor or of little value; and 10 said they could not measure the campaigns' effectiveness.

To ensure that the dollars spent on advertising in other media are not wasted, many newspapers are turning to research. "It is difficult to have an effective advertising campaign without sufficient research," says Worcester's Donnelly. "Advertising in general tends to be wasted if it is not predicated on some kind of research."

The quest for effective promotions led Knight-Ridder Newspapers Inc. last year to conduct research into the entire promotion process, from planning campaigns to measuring effectiveness.

Working with the advertising agency Ogilvy and Mather Inc., the company interviewed 413 adults on what they found most important and believable about newspapers. According to a report made to the Newspaper Research Council by Virginia D. Fielder, Knight-Ridder director of news and circulation research, respondents attached most significance to qualities such as helping readers to be more responsible citizens, to be more successful, to lead fuller lives, to save time and to save money.

Researchers then tried out several slogans built around the theme that "Reading a newspaper every day gives you the news and information you need for a successful life." The most effective slogan was found to be, "Take the paper every day. It can take you anywhere you want to go."

The company tested the effectiveness of that slogan in radio and television campaigns and in house ads. It measured attitudes and circulation sales in two markets where the slogan was advertised heavily, two where it was advertised lightly and two where it was not used at all. Readership, especially among young people, increased

in the markets using the campaign. Researchers also reported more positive attitudes toward newspaper reading in those markets.

Another company that uses research to help map out promotion campaigns is Media General Inc. In the three cities where the company owns daily newspapers—Richmond, Va., Tampa, Fla., and Winston-Salem, N.C.—researchers track how people use radio, television and newspapers and what billboards they pass on their daily rounds. The newspaper company then issues semi-annual reports on media use in those markets.

Based on telephone surveys of what people are watching or listening to at different times of the day, the reports tell researchers which media are used by certain segments of the population. Such information allows the newspapers to target certain groups for their sales efforts.

For example, early this year, the Richmond Times-Dispatch (morning, 136,465) and The Richmond News Leader (evening, 112,326), which have high penetration in their primary market area, decided to target one group whose readership is lower than average—18-35 year-olds—for a sales effort.

The regular market studies helped the papers identify the radio stations that would reach the target group in the most cost-effective manner. The dailies' "Paper Money" campaign touting the use of newspaper coupons was promoted on those radio stations, on billboards, and to current readers through the newspaper.

New subscriber orders surpassed the goal of 5,000 set at the start of the campaign. "We got 7,500 new orders we could relate to the campaign," reports the promotion director of the Richmond dailies, Maxie D. Mason.

In addition to promotions that point out general benefits of newspaper reading, some papers are using research to help highlight specific changes or new features at their newspapers.

The Bryan-College Station (Texas) Eagle (morning, 23,933) used the occasion of switching from afternoon to morning publication in 1981 to survey people on what they wanted to see more of in the newspaper. When respondents said they were most interested in more sports and entertainment, the newspaper built a campaign highlighting the sports and entertainment features carried in the Eagle.

Promotion campaigns can include billboards.

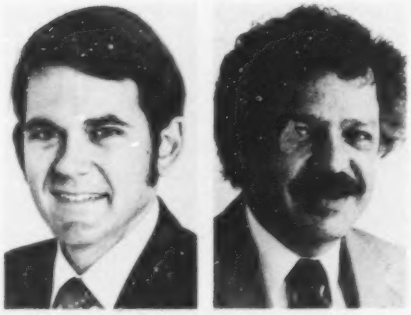
The campaign included billboards, radio and television commercials. It was expensive but worthwhile, says Advertising Director Greg L. Shrader. The newspaper

The Bryan-College Station Eagle's TV campaign uses college football players to show that "everyone" reads that Texas paper.

beyond selling themselves or even selling newspapers in general. To maintain their position in the crowded, competitive, central-Massachusetts market, the Worcester dailies promote the City of Worcester itself in an effort to maintain readers' identification with the community for shopping and entertainment.

"We cover an area of 70-80 communities, a great many of them outside the metropolitan (Worcester) area. We try to build an image of a core area," explains Promotion Manager Donnelly. "It's easier to sell the newspapers if you can orient people to the city."

The newspapers began using research-based promotion as part of a "marketing orientation" that developed about four years ago, Donnelly says. After investigating the relative market positions of the Boston dailies and a dozen suburban afternoon competitors, the Worcester papers decided to promote heavily their identity as the only "complete" local dailies. They began selling themselves via other media and in their own pages as the newspapers that have international, national and regional coverage as well as all the necessary local news.



Greg L. Shrader Dennis Hahn

Like other newspapers, the Worcester dailies have found that the best prospects for regular subscribership are occasional readers rather than hard-core non-readers. Donnelly says research shows the dailies' promotion campaigns, mainly on radio, have had a favorable effect on the perception of the newspapers.

Individual market decisions. Research can not only help newspapers choose the goals for their promotion efforts, but it also can help select which media to use, a decision as highly individualized as each newspaper market.

For example, the Daily News of Los Angeles (morning, 133,672) finds television is the medium that most efficiently reaches its market, which is highly competitive, geographically widespread and experiences unusually high turnover. Despite its high cost, a spot on a television news program is more cost-effective than picking and choosing among 85 available radio stations, explains Marketing Director Dennis Hahn.

In contrast, the Bryan-College Station Eagle found that a $10,000 direct-mail campaign that reached all non-subscribers in its market and generated 1,100 new orders to be highly cost-effective. Most metropolitan newspapers, however, would find the costs of mailing to non-subscribers prohibitive.

Many promotion executives say that as the use of other media in promotions grows, so does the need for good research. But statistics are not the total answer. A good advertising campaign, they say, needs a creative spark, too.

"No one way is perfect," says Richmond's Mason. "Promotion is not a science. It's more of an art." □

TV commercials promote the desired image for the Daily News of Los Angeles.

Equipment for sale

Shaffstall magnetic disc system: two MDS 20A read units and three MDS 60 wire record units. Used daily since September 1975 and in good condition. $1,000 per unit or $4,500 for the package. Contact Bill Fisher, production manager, The Herald-Palladium, St. Joseph, Mich. 49085; (616) 429-2400.

Compugraphic Videosetter Universal. In daily production now, under warranty extension agreement and in good condition. Low serial number. Data port. No reverse leading. Reasonable price. Contact Pam Byrne, Concord Monitor, 3 N. State St., Concord, N.H. 03301; (603) 224-5301.

Fincor press controller. Provides infinitely adjustable motor speeds for loads to 125 percent of rating for 75-horse power motor. All original Selenium rectifiers have been replaced by silicon diodes. 208-volt, three-phase AC input. Supplies controlled DC current to motor. Good condition, with spare parts. Contact Charles L. Gray or Garth Anderson, Fairbanks Daily News-Miner, Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Anilox candidate. Available March 1984. Excellent condition 6-unit Goss anti-friction double-width press, No. 1888. A 22 3/4-inch cutoff/55-inch web. Beach saddles. Double 2:1 folder. One color hump. One reversible half deck. Five unit with reversible cylinders. Auto pasters. Westinghouse Hurletron controllers with spare units. Currently producing over 20,000 papers per hour on collect runs.

Also, available immediately: currently warehoused, 4-unit Goss anti-friction double-width press, No. 1940. Four complete units with two color humps. 22 3/4-inch cutoff. Double 2:1 folder. Cline RTPs. Spare rollers, saddles, mechanical and electrical parts. Contact Nancy Manes, purchasing manager, The Bakersfield Californian; (805) 395-7433.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Despite adversity, Sunday magazines set sail

By Elise Burroughs
presstime staff writer

With advertising at a standstill and competitors merrily racing ahead, Sunday newspaper magazines faced tough sailing during the past two years. A few magazines simply sank, whereupon the ocean liners of the Sunday magazine world, Parade and Family Weekly, steamed in as replacements.

But despite the recession and the departure of some retail advertising to preprints, the ranks of Sunday newspaper magazines have grown slightly from 54 in 1981 to 58 today.

About 19 of the magazines are being printed on heat-set offset presses, which in many cases cuts both costs and lead time over the rotogravure process that dominated the field for decades [presstime, Feb. 1981, p. 48].

Perhaps most promising, one paper is successfully using even newer technology that allows preprinted advertising inserts on enameled paper to be printed simultaneously with the Sunday magazine and folded into it.

In light of such developments, some observers believe the wind is rising for Sunday magazines.

"It's going to be an interesting time in the next two years," predicts John Parkyn, editor of the new Fort Lauderdale (Fla.) News and Sun Sentinel magazine, Sunshine.

"The demise of newspaper magazines is greatly exaggerated," says Selby O'Rear, an advertising sales person for Star, the Sunday magazine of The Kansas City (Mo.) Star.

Insert possibilities. Since last March, Star magazine (circulation 394,383) has carried a total of about a half-dozen high-quality color inserts. Insert advertisers have included local retail stores and a builders' association, and their response has been very positive, according to O'Rear. "It definitely has helped Star magazine," he says.

Star is printed on heat-set offset presses by Treasure Chest Advertising Co. Inc. in Memphis, Tenn., whose Press Fed Insert process—or PFI—is literally a trade secret at the moment. Publication Sales Manager James M. Carroll says PFI involves two presses operating side by side—one printing the magazine and the other printing inserts. The inserts can be interspersed with magazine pages, dropped into the center or wrapped around the outside.

Inserts have been carried as part of the Sunday magazine package in the past, but in those cases they were inserted after the magazine came off the press. Costs and printing time associated with this older method are much greater than with Treasure Chest's new procedure, Carroll explains.

He also says PFI offers advertisers a broader range in paper quality, color possibilities and formats. And Treasure Chest can print overruns of inserts carried in the magazine for distribution in other markets or other media.

Struggles continue. But while O'Rear says insert capabilities are impressing Kansas City retailers, the process was not enough to save Virginia, a one-year-old magazine discontinued in September by The Virginian-Pilot and The Ledger-Star of Norfolk.

Virginia also was printed by Treasure Chest and during its life carried one insert. Although that furniture-store insert reportedly drew a positive response, local retailers did not clamor for the new service. According to Publisher Richard F. Barry III, most Norfolk advertisers appear to be satisfied with the color and reproduction capabilities of the regular newspaper. His Sunday newspaper replaced Virginia with the national magazine Parade.

Sunday newspaper magazine executives generally agree that local advertising support is critical for most magazines' financial success. Unfortunately, many magazines seem to be caught in the age-old chicken-and-egg dilemma. Should a newspaper spend a lot of money to improve the editorial content and reproduction quality of its magazine in the expectation that more advertising will follow? Or should a publisher expect a Sunday magazine to bring in enough ad revenue to cover costs before lavishing much time and attention on it?

James L. Davy, president of Metropolitan Sunday Newspapers, an advertising network for Sunday magazines, estimates only about half of his group's 54 magazines make marginal or significant profits. The rest barely cover costs or lose money.

Nevertheless, their newspapers continue them as reader services. As Davy points out, newspapers carry editorial and opinion pages, even though they alone do not generate an advertising profit.

Research indicates that Sunday magazines are matched in readership only by the main news section and TV-log books,

Inserts for The Kansas City Star magazine are printed on the same press run.

and many fans of Sunday magazines believe advertisers should take advantage of that access to consumers.

One such fan is Roger C. Bumstead, senior vice president of The Marschalk Co. ad agency in Cleveland. Earlier this year, he summed up the advantages of advertising in Sunday magazines in a column for Marketing & Media Decisions magazine.

Bumstead pointed out that both prime-time network television and Sunday magazines offer high immediate reach, relatively high unit costs, reasonable costs-per-thousand, full color, and good coverage of working women and men.

However, he said, a Sunday magazine offers a more receptive consumer environment and more predictable audience delivery than television. "Sunday newspapers are the growth area for newspapers—and Sundays have become increasingly important to retailers," Bumstead said.

The national magazines. Tapping into local advertising is not the exclusive province of local Sunday magazines. Parade has been allowing newspapers to offer local advertising in some of its markets for several years.

Retailers in only three cities—Houston, Chicago and Los Angeles—place local advertising in Parade every week, but host papers in several other markets sell local advertising for Parade during busy seasons such as pre-Christmas.

Carlo Vittorini, Parade's president and chief executive officer, says a newspaper or group of papers must have a circulation of at least 250,000, with a cost-per-thousand of $9-$10 per color ad, to justify printing a Parade "extension" of local advertising.

Both Parade and Family Weekly, which is carried mainly by dailies in smaller markets, have grown in the past two years. Since 1981, the number of newspapers carrying Parade rose from 130 to 134, and those carrying Family Weekly went from 356 to 367.

With the recent addition of the New York Daily News, Parade's total circulation has grown to more than 24 million. That makes it the largest magazine in the United States, with readership estimated by Simmons Market Research Bureau Inc. at 48 million. Family Weekly's circulation is just under 13 million, and readership is estimated by SMRB to approach 25 million.

The Hartford Courant's magazine is not making money, but readers like it.

Technological changes. Both Parade and Family Weekly are printed by the rotogravure process. Parade's Vittorini says that although current rotogravure techniques make it impossible to get press-fed, preprinted inserts into the magazine, Parade remains committed to "roto."

The magazine recently built a new printing plant in Tennessee and considered including a heat-set offset press in the operation. After study, it decided three rotogravure presses would better suit its needs.

But the continued development of heat-set offset technology has made good-quality, four-color reproduction color more affordable for newspapers with—or hoping for—locally produced Sunday magazines. And this availability of a cheaper printing process has had a negative effect on commercial rotogravure printers.

For example, the number of Sunday magazines printed by Standard Gravure Corp. of Louisville, Ky., has declined from 19 in 1981 to 16 today.

Standard Gravure, part of the Courier-Journal & Louisville Times Co., has countered the threat in part by getting in on the action itself with a new, heat-set offset printing subsidiary, Standard Colorprint Corp., in Morristown, Tenn. Standard Colorprint has one magazine customer so far: Sunshine of Fort Lauderdale.

But Standard Gravure has not given up on rotogravure. Because of the top-quality reproduction the process yields, the company is printing more rotogravure advertising inserts than ever before.

Moreover, for long press runs, the economies of heat-set offset over rotogravure lessen. And William Wobbe, vice president and director of marketing for Standard Gravure, notes that new, computerized, pre-press technology is eliminating some of the more costly steps in preparing copy and pictures for rotogravure printing.

Editorial side. But those closest to the field stress that good printing and adequate advertising are not enough to make a success of a Sunday magazine. The real key to success, they say, is the quality of the editorial product.

The New York Times Magazine has an editorial staff of 50. Parade's contributing editors include Norman Mailer, Carl Sagan and Julia Child. Family Weekly recently had an exclusive interview with former President Richard M. Nixon. Editors of all three publications believe it is essential to offer readers high-quality stories, photos and illustrations.

While those magazines' resources obviously are beyond the reach of most everyone else, smaller staffs can turn out quality magazines. Standard Gravure's Wobbe and other observers say there has been tremendous improvement in the editorial quality of Sunday magazines generally in recent years.

The Hartford (Conn.) Courant's Northeast Magazine (circulation 291,991) celebrated its first anniversary last spring with a cover story about growing up in Hartford. It was written by a native of the city—actress Katharine Hepburn.

Northeast consistently looks for stories about issues and institutions that touch the lives of readers, and although it is not generating profits, it has won awards and appears to be very well-received by readers, says editor Lary Bloom.

Westchester Rockland Newspapers' Suburbia Today magazine (circulation 248,576), started less than three years

ago, aims for two "fairly substantial" stories and one lighter one each week, as well as a mix of dining and food columns, a local people column and a "hot ticket" column on unusual items or bargains available for sale locally.

Sunshine aims for stories that help readers to enjoy the pleasures of living in the Fort Lauderdale area—and to cope with the problems of living there—says Perkyn. Although articles will include a lot of consumer-and entertainment-oriented material, making information relevant to the lives of readers will be the goal.

Northeast's Bloom, formerly editor of The Miami Herald's Tropic magazine, says there is no mystery about how to produce a good Sunday magazine. It takes clear support "right from the top," he says.

Suburbia Today, Northeast and Sunshine have editorial staffs of 5-9 full-time employees. But many of their counterparts are produced "by one or two people working in a cubbyhole at the back of the newsroom," says Sunshine's Perkyn.

Bloom urges publishers contemplating starting their own Sunday magazines to consult with editors of successful magazines to see what is involved and to receive suggestions. For instance, having one person in charge of the advertising effort—even a part-timer—is very important, according to Bloom.

And the stakes are high. "More than any other product, a Sunday magazine gives a good impression of the entire newspaper if it is good," he says. "If not, it can hurt the entire paper." □

Robert J. Kasabian, director of publications and public relations for the Institute of Newspaper Controllers and Finance Officers, has opened INCFO's new headquarters at The Newspaper Center in Reston, Va.

Top-level newspaper promotions scarce for women, study shows

A new survey indicates few advances for women in top-level newspaper management between 1977 and 1982.

"The percentage of women at the top has not changed significantly," reported Christine L. Ogan, assistant professor of journalism at Indiana University.

Ogan surveyed by telephone the top five managers—publisher or general manager, top editor, advertising director, circulation manager, and production manager—at a representative sample of 100 newspapers ranging in circulation size from 10,000 to more than 100,000.

Because that survey yielded only eight women managers, Ogan also mailed a questionnaire to 107 women managers listed in the *1982 Editor & Publisher Year Book*.

The combined results showed that although women make up 38.1 percent of the newspaper work force [presstime, Aug. 1982, p. 4], only 2 to 4.5 percent of the top managers are women. Most of them, 64.8 percent, work for newspapers of less than 25,000 circulation.

No matter what the size of the newspaper, women managers earn far less than men—60.1 percent of the average male's salary, the survey indicated. That figure is up from 52.5 percent reported in a similar study in 1977.

But Ogan pointed out that because of rising salaries, the gap in actual dollars grew wider. In 1977, the difference in men's and women's average salaries was $15,938; in 1982, it was $18,147. "Little progress can be said to have occurred," she said.

In most cases, the top salary range for women managers was less than the minimum range for men at newspapers of similar circulation size.

Ogan said such differences are statistically significant even when one eliminates from the salary-sex relationship the effect of such factors as age, education, number of years worked at the newspaper, number of subordinates, newspaper circulation, degree of budgetary control and the number of positions held previously.

Working conditions also differ between male and female managers. Men, for example, are more likely to have secretaries.

Her study, "Life at the Top for Men and Women Newspaper Managers: A Five-Year Update of Their Characterisitics," was funded by the Gannett Foundation. Copies are available for $2 each from the School of Journalism, Bureau of Media Research, Indiana University, Bloomington, Ind. 47405. □

Memphis Press-Scimitar to close Oct. 31

The E.W. Scripps Co. will close its 102-year-old afternoon daily, the Memphis (Tenn.) Press-Scimitar, on Oct. 31. The closure will leave Memphis with one daily, The Commercial Appeal, a morning paper that is also owned by Scripps and is also part of the Scripps-Howard group.

In an announcement Sept. 21, Joseph R. Williams, general manager of Memphis Publishing Co., said the decision was based on "a continuing decline in circulation and readership, which we have been unable to reverse despite considerable effort by a dedicated group of employees, and on research conducted over the past eight years."

Since 1973, Press-Scimitar circulation has dropped from about 126,000 to 80,876 as of last March 31. During the same 10-year span, The Commercial Appeal's circulation decreased from 216,000 to 199,833.

Williams said the company "will attempt to place as many of the employees affected by this decision within our organization as possible." About 90 editorial employees and an unspecified number of production and circulation workers will be affected by the closure.

It will be the fourth shutdown of a U.S. daily newspaper this year, according to ANPA files. In addition, there have been six mergers of afternoon and morning U.S. newspapers [presstime, Sept. 1983, p. 48], and one daily has converted to non-daily publication.

One new U.S. daily has been started so far in 1983, ANPA records show. □

Baltimore gets a sports daily; All Sports folds

For daily sports newspapers, the score in September was 1-1.

The Star-News of Pasadena, Calif., struck out with its All Sports daily and closed it Sept. 4. However, The News American of Baltimore led off with SPORTSF1RST eight days later.

Star-News Publisher William R. Applebee said All Sports was folded because of poor sales. Daily circulation of the morning broadsheet since start-up Sept. 29, 1982, never went above 16,000, he said. The newspaper was sold only at newsstands and only in a few locations outside Southern California [presstime, May 1983, p. 36].

The new Baltimore publication is a tabloid containing 56 to 72 pages.

News-American Publisher Maurice Sparby said the idea for SPORTSF1RST originated within the staff of the Hearst daily but was bolstered by research findings that Baltimore is "one of the hottest sports towns in the nation."

SPORTSF1RST is produced by a team of 20 reporters, editors, artists and photographers in addition to some stringers and support staff, Sparby said. Printed at 3 a.m. by a nearby weekly offset paper, the morning sports daily carries all late-breaking West Coast scores.

Like All Sports, it is available so far only at newsstands. Cost is 25 cents. There are about 1,400 outlets in the Baltimore metropolitan area, including more than 400 distinctive, yellow, SPORTSF1RST newsracks.

A particular highlight is an eight-page pull-out section on horse racing carrying "best bets" at tracks in the Northeast.

America's only daily sports paper 25¢

SPORTSFIRST

SO CLOSE

Broncos buck Colts, 17-10

INSTANT REPLAY

ON A ROLL

The 56-72-page tabloid also carries some classifieds and general news.

In addition to sports news and features with full-color photographs, the paper also runs reports on outdoor recreational activities, some classified advertising mainly in the help-wanted and merchandise-for-sale categories, a weather map and related data, television and radio listings emphasizing sports programming, business news and a "compact" general news section.

But as the name suggests, sports comes first—in placement and in emphasis—in the package.

Sparby said that initially, advertising will not be sold separately for SPORTSF1RST; it will be picked up from The News American's regular editions.

While Sparby said there are no plans to circulate the new paper outside the Baltimore area, he did not rule out that possibility. □

Trudeau still pushing for newspaper act

Canadian Prime Minister Pierre Trudeau said in September he still intends to push for passage of the Daily Newspaper Act, which would restrict group newspaper ownership in Canada and create a national press council.

However, he said it will not be possible to get the bill ready for the current session of Parliament. It is scheduled to end Dec. 21.

Trudeau has appointed Consumer and Corporate Affairs Minister Judy Erola to head efforts toward passage of the act. She succeeds Multiculturalism Minister James Fleming, who was ousted in a summer shake-up of Canada's cabinet [presstime, Sept. 1983, p. 45].

A spokesman for Erola said the current version of the bill must be "carefully reviewed because it has problems." □

Curb on reporting police searches proposed in Canada

A proposed amendment to Canada's Criminal Code would prevent the media from publishing the names or addresses of people whose premises have been searched by police.

The Canadian Justice Department said the prohibition is necessary because public disclosure about police searches can damage a person's reputation.

However, J. Patrick O'Callaghan, president of the Canadian Daily Newspaper Publishers Association, said the damage is done by the issuing of a warrant, "not by the publishing of the information."

O'Callaghan, publisher of The Calgary (Alberta) Herald, said that the public has a right to know who has been the target of search warrants.

The proposal, part of an omnibus bill, is "overly protective," he said. □

Booklet offered on Canada FOI law

A booklet designed to acquaint newsrooms with practical details of Canada's Access to Information Act is available from the Canadian Daily Newspaper Publishers Association.

"Freedom of Information: What Newsrooms Need To Know" contains pointers on how to use the act as well as names, addresses and telephone numbers of media contacts in government offices.

Copies are available for $1 each, or 50 cents each for bulk orders of 10 or more, from CDNPA, Suite 214, 321 Bloor St. E., Toronto, Ontario M4W 1E7.

The access law took effect July 1 [presstime, June 1983, p. 14]. □

Combines Act trial begins

The trial of Southam Inc. and Thomson Newspapers Ltd. on charges they violated Canada's Combines Act began Sept. 19 in Ontario Supreme Court. The companies are charged with conspiring to unduly lessen competition and with unlawfully merging and monopolizing the production and sale of major daily newspapers in Canada [presstime, Aug. 1983, p. 40]. □

Park to sell shares to public; Tribune Co. outlines its offering

Another company with substantial newspaper holdings, Park Communications Inc. of Ithaca, N.Y., is going public. Park is the second newspaper company to make such an announcement this year. The first, the Tribune Co. of Chicago, recently released further details of its public stock offering, expected this month.

Roy H. Park, currently sole shareholder in Park Communications, announced in September the company has filed a proposal with the Securities and Exchange Commission to make a public offering of one million shares before the end of the year. Goldman, Sachs and Co. will manage the stock offering.

Proceeds from the proposed stock sale will be used for acquisitions and other corporate purposes, according to Park. His company owns 23 daily newspapers, 45 non-dailies, seven television stations and 14 radio stations.

After a career in advertising and marketing, Park began acquiring broadcast properties in 1962, and a decade later he purchased his first newspaper. Park generally looks for small dailies and non-dailies that have the potential to go daily.

For the first half of 1983, the company had net income of $4.8 million on gross revenues of $44.7 million. For the same period in 1982, it had net income of $3.6 million on gross revenues of $38 million.

Meanwhile, the Tribune Co. of Chicago announced details of its previously announced plan to go public [presstime, Aug. 1983, p. 39]. The company said it will make a public offering of 5.5-million shares of stock this month.

Those shares will represent a small portion of 35.5-million shares to be created by a 4,800-1 stock split shortly before the public offering. Price-per-share is expected to be between $22 and $26.

The company said it intends to use the $111 million to $143 million generated by the sale to reduce its $375-million debt and to purchase a New Orleans television station.

With first-half profits of $22.7 million, the Tribune Co. reported a dramatic turnaround from a year-earlier loss of $29.2 million.

The company's newspapers accounted for first-half profits of $59.8 million. That included profits of $6.3 at the New York Daily News, which lost $14 million during the first six months of 1982 and which the Tribune Co. attempted to sell last year.

The Tribune Co. and Park Communications Inc. will be the 16th and the 17th newspaper-related companies to go public in the United States. The last to do so was A.H. Belo Co. of Dallas [presstime, Sept. 1981, p. 45]. □

Jinks named to research board

Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc., has been shifted from the advisory board of the Freedom of Expression Foundation to the research advisory board of the Institute for Freedom of Communication, which conducts research for the foundation.The current work of both boards is to assess the impact of the proposed repeal of the Federal Communications Commission's content regulations [presstime, Sept. 1983, p. 11]. □

Cowles Media reports first-quarter profits

Minneapolis-based Cowles Media Co. reported net earnings of $4,666,000 on sales of $56,492,000 for its first fiscal quarter, which ended July 2.

In contrast, Cowles had net earnings of $252,000 for the first quarter of 1982 and experienced a net loss of $531,000 for the fiscal year that ended April 2, 1983.

The financial improvement was attributed in part to cost controls, a somewhat stronger economic climate and closure of some money-losing properties.

The privately held company owns the Minneapolis Star and Tribune, the Rapid City (S.D.) Journal, the Great Falls (Mont.) Tribune and other newspapers, as well as broadcast and commercial printing properties. The company has experienced considerable turmoil during the past two years [presstime, March 1983, p. 51]. □

25 state press groups may buy NNA ad subsidiary

American Newspaper Representatives Inc., a wholly owned advertising subsidiary of the National Newspaper Association, will be acquired by a group of state press associations pending finalization of a tentative, verbal agreement reached in late September.

NNA's Board of Directors, meeting in conjunction with the annual NNA Convention and Trade Show, authorized its Executive Finance Committee "to work out an agreement with state press associations for the purchase of ANR," said outgoing NNA President John F. McMaster.

McMaster said it is hoped final agreement can be reached for the sale of ANR assets and the transaction completed by Oct. 15.

NNA had named a special committee to look into selling or restructuring ANR after ANR had to borrow money to cover losses incurred last year and in the first part of this year [presstime, Aug. 1983, p. 19].

The offer from the 25 state press associations was one of two the board received. The other was from U.S. Suburban Press Inc., an advertising representative firm based in Schaumburg, Ill.

James H. Roberts

The group of state associations agreed to assume the obligations of ANR, which include notes of about $19,000 and the lease of ANR headquarters in Brooklyn, N.Y. In addition, the group will pay NNA a total of $50,000 over a 15-year period, with payments to begin with the fourth year of that span, according to McMaster, publisher of The Public Spirit in Ayer, Mass.

At the NNA convention Sept. 21-24 in Louisville, Ky., the following new officers were elected: President James H. Roberts, Fairbury (Ill.) Blade; Vice President and President-elect Eugene D. Johnson, White Bear (Minn.) Press; and Treasurer James L. Pate, Madill (Okla.) Record. □

Commentator Maya Angelou addresses the National Association of Black Journalists Awards Banquet Sept. 10 in New Orleans. At right is Joe Oglesby of the Miami Herald, named NABJ Journalist of the Year. Others (from left) are actor William Marshall, Audrey Edwards of Essence magazine, Douglas Lyons of U.S. News & World Report and Rhona Williams of KNNC-TV, Denver.

Changes in command

The ***National Association of Black Journalists,*** at its 8th annual Newsmaker Conference Sept. 7-10 in New Orleans, elected the following new officers for 1983-84:

- *President*—Mervin Aubespin, The Courier-Journal, Louisville, Ky.
- *First Vice-President*—Denise D. Johnson, St. Paul (Minn.) Dispatch
- *Second Vice-President*—Alexis Yancey, Satellite News Channel, Stamford, Conn.
- *Secretary*—Paula A. Walker, WFAA-TV, Dallas
- *Treasurer*—Thomas Morgan, The Washington Post
- *Parliamentarian*—Marilynn Bailey, The Tribune, Oakland, Calif. □

Unique name revived

The Anniston (Ala.) Star now carries two nameplates on its editorial page—the Star's and The Daily Hot Blast.

A daily newspaper named the Hot Blast was established in Anniston in 1883, the year the "company town" based on the foundry business was founded.

But the name was lost in a 1912 merger of The Daily Hot Blast and The Evening Star into The Anniston Star. It was revived Sept. 4 in recognition of the Hot Blast's 100th anniversary.

The Daily Hot Blast.
The Anniston Star
(Established Aug. 10, 1883, merged 1912)

Recent acquisitions

Thomson Newspapers Inc., Des Plaines, Ill., has acquired the Wisconsin Rapids (Wis.) Daily Tribune, circulation 12,700.

Gillett Communications, Nashville, Tenn., is acquiring the Post Corp. of Appelton, Wis. Included in the purchase are three dailies: The Daily Transcript, Dedham, Mass., The News-Tribune, Waltham, Mass., and the Post-Crescent, Appleton-Neenah-Menasha, Wis., combined circulation 77,272.

Copley Press, La Jolla, Calif., is acquiring the News-Sun, Waukegan, Ill., daily circulation 41,648. □

Board votes to accept ads for presstime

The ANPA Board of Directors Sept. 21 decided to accept some advertising in the Association's presstime journal beginning in 1984.

The Board, meeting in Montreal, unanimously approved the policy and directed development of an implementation plan.

"Details of the plan are to be developed by the ANPA staff in coordination with the Association's presstime Advisory Committee, chaired by Frank Bennack of The Hearst Corp.," said ANPA Chairman and President William C. Marcil.

ANPA launched presstime in October 1979 in part as a replacement for nine specialized Association bulletins. The magazine's design and development were supervised by an ANPA Publications Action Group headed by Richard J.V. Johnson of the Houston Chronicle, currently the Association's vice chairman.

While the Board initially decided not to accept advertising in the early period of the magazine's development, the advertising policy has been reviewed periodically over the last four years.

The Board's decision to accept advertising was based on the conclusion that advertising would enhance the value of presstime to member newspapers and also would contribute to the Association's overall revenues. □

Katharine Graham named nominating panel head

Katharine Graham has been named chairman of the ANPA Nominating Committee by ANPA Chairman and President William C. Marcil. Graham is chairman of the Association's Executive Committee and was Marcil's predecessor as chairman and president.

Also appointed to the Nominating Committee were ANPA Treasurer Alvah H. Chapman Jr., Secretary Robert G. Marbut, and directors Edwin L. Heminger and Edward W. Estlow. New officers and four new directors will be elected at the 1984 ANPA Convention April 30-May 2 in Montreal. □

speeches

Judith D. Hines

Cushrow R. Irani

Guido H. Stempel III

Ardyth B. Sohn

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Effective Communication with Media is Link With the Public.** Allen H. Neuharth, chairman and president, Gannett Co. Inc. National Lieutenant Governors Conference, Lake Tahoe, Nev., Aug. 18.
- **Newspaper in Education and the Pursuit of Excellence in Education.** Judith D. Hines, vice president and director, ANPA Foundation. Atlanta Journal and Constitution, Aug. 25.
- **Standard Advertising Units: The Whys and Wherefores.** Charles M. Kinsolving Jr., vice president, marketing/new technology, Newspaper Advertising Bureau. ANPA Operations Management Conference & Exposition, Las Vegas, Nev., June 14.
- **Time is Running Out.** Cushrow R. Irani, managing director and editor, The Statesman, Calcutta, India, and immediate past president, International Press Institute. Sri Gora Sastry Memorial Lecture, Hyderbad, India, June 12.
- **Statement on Amendments to the Freedom of Information Act.** Bruce W. Sanford, Baker & Hostetler law firm, Washington, D.C., and First Amendment counsel, the Society of Professional Journalists, Sigma Delta Chi. American Bar Association hearings, Atlanta, July 29.

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Presentations from the Association of Education in Journalism and Mass Communication annual conference, Oregon State University, Corvallis, Aug. 5-10:

- **Assessing Reader Opinion on Conversion of Afternoon Newspaper to Morning Publication.** Associate Professor Byron T. Scott and Professor Guido H. Stempel III, E.W. Scripps School of Journalism, Ohio University, Athens.
- **A Study of America's Front Pages: How They Look.** Assistant professors Steve Pasternack and Sandra H. Utt, Department of Communications, Texas A&M University, College Station.
- **Newspapers' Letters to the Editor as Reflections of Social Structure.** Assistant professors Francisco Vasquez and Thomas Eveslage, Department of Journalism, Temple University, Philadelphia.
- **Newspaper Use and Community Ties in a Non-metropolitan Area.** Associate Professor Mark A. Larson, Journalism Department, Humboldt State University, Arcata, Calif.
- **A Panel Study of Women Newspaper Managers: Their Goals and Achievement Orientation.** Assistant Professor Ardyth B. Sohn, School of Journalism, University of Colorado, Boulder.
- **The Electronic Newspaper: Building a Profile of Potential Users.** Assistant Professor Diana Stover Tillinghast and doctoral candidate Nalini Visvanathan, Department of Communication, Stanford University, Palo Alto.

ANPA calendar

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Four Seasons Hotel, Vancouver, British Columbia, Oct. 6-7

ANPA Postal Committee meeting
Sheraton-Carlton Hotel, Washington, D.C., Oct. 19-20

ANPA International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas Fort Worth Airport, Oct. 25-27

November

ANPA Foundation Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 2

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Foundation Research About Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 11-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

December

ANPA Foundation Board of Trustees meeting
Vista Hotel, Washington, D.C., Dec. 7

ANPA Board of Directors meeting
The Newspaper Center, Reston, Va., and Vista Hotel, Washington, D.C., Dec. 7-8

ANPA Press/Bar Relations Committee meeting
Gannett Co., Inc., New York City, Dec. 10

ANPA/American Bar Association Task Force meeting
Gannett Co., Inc., New York City, Dec. 11

January

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Jan. 10-12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Jan. 16-20

ANPA Board of Directors meeting
Lyford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

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